TECHNOLOGY DEPT:

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

FEBRUARY 9, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 6

WASHINGTON, D. C.

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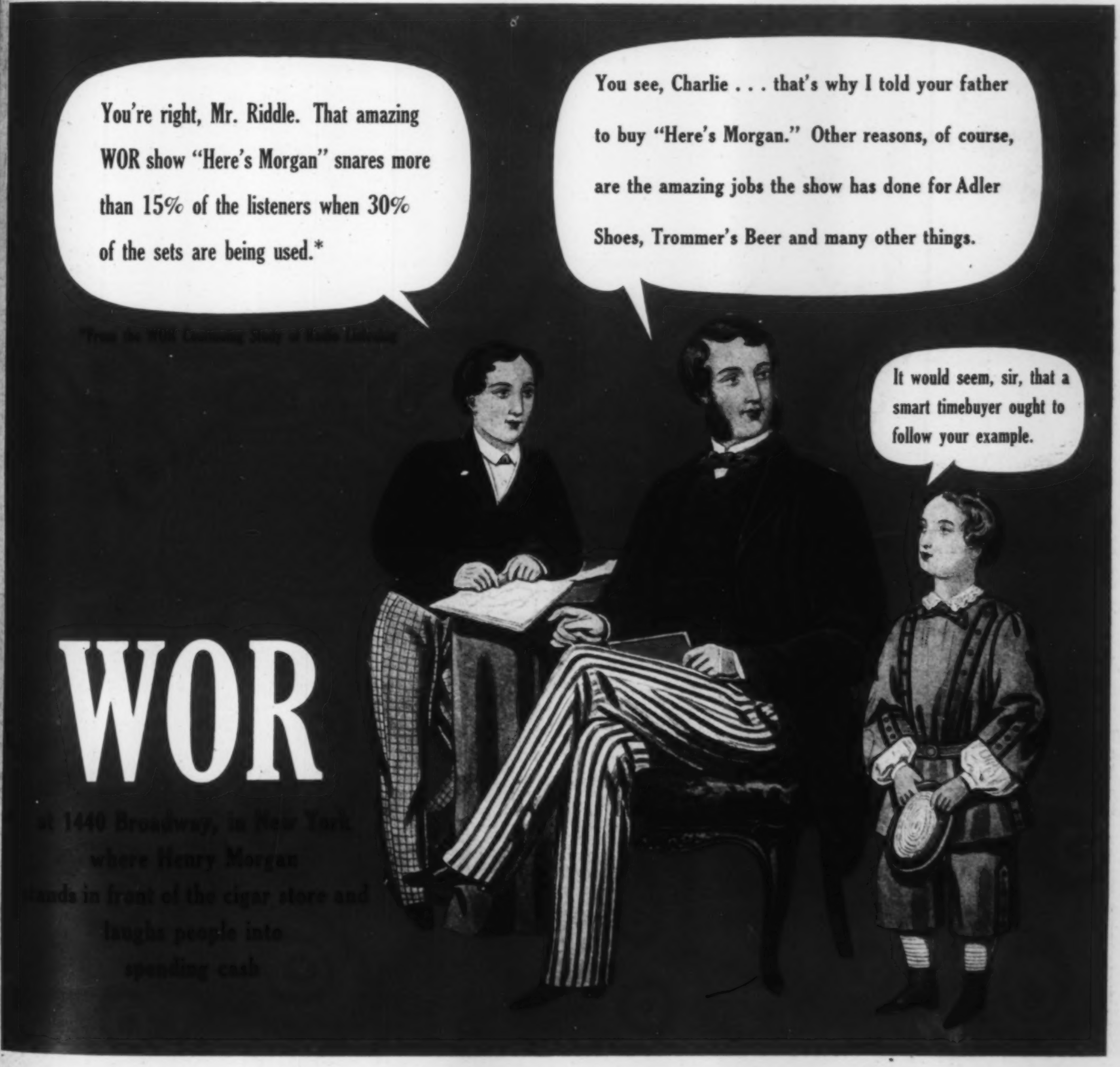


You're right, Mr. Riddle. That amazing WOR show "Here's Morgan" snares more than 15% of the listeners when 30% of the sets are being used.*

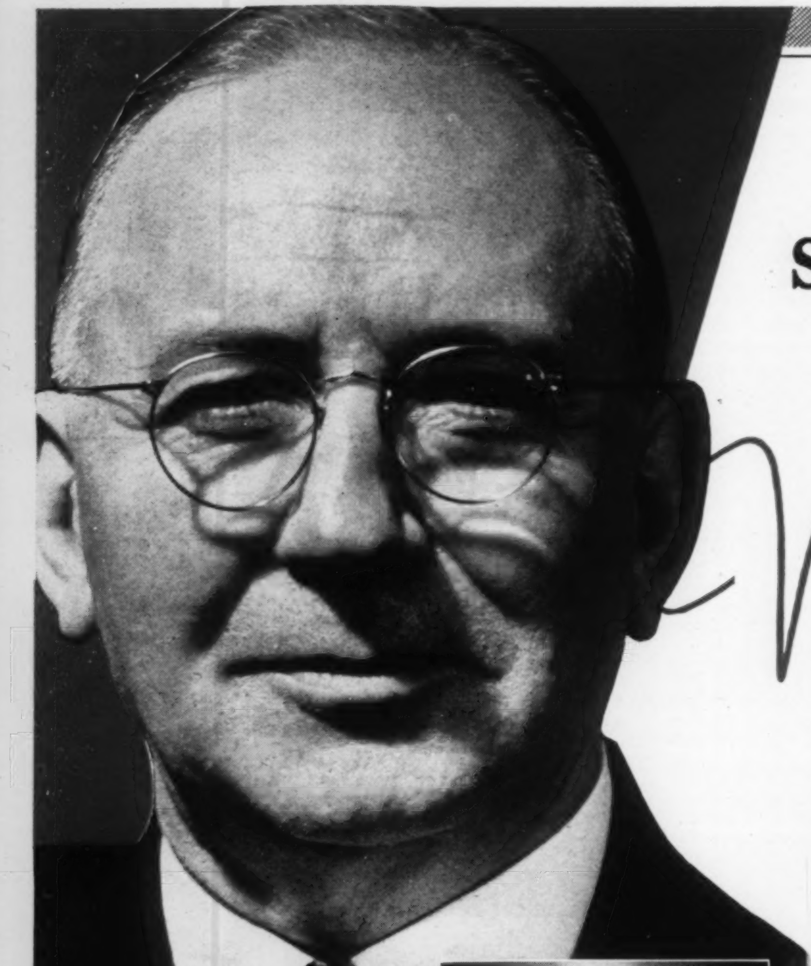
*From the WOR Continuing Study of Radio Listening

You see, Charlie . . . that's why I told your father to buy "Here's Morgan." Other reasons, of course, are the amazing jobs the show has done for Adler Shoes, Trommer's Beer and many other things.

It would seem, sir, that a smart timebuyer ought to follow your example.

WOR

at 1440 Broadway, in New York
where Henry Morgan
stands in front of the cigar store and
laughs people into
spending cash



WLS STAFF PASTOR INSPIRES *Millions*

Radio station WLS is one of few—perhaps the only one—to employ an ordained minister as full-time staff pastor—Dr. John W. Holland. WLS religious broadcasts are not confined to any one denomination or creed. They have been enriched by the helpful words of Protestant ministers, Catholic priests and Jewish rabbis, as well as by prominent laymen of all faiths.

Principal religious activity at WLS is the "Little Brown Church," a 45-minute Sunday morning service, now in its seventeenth year, conducted by Dr. Holland. Its chief purpose is to bring the old-fashioned hymns and a Gospel message to the thousands of shut-ins who cannot attend church. "Morning Devotions" is a daily 15-minute program of helpful and inspirational philosophy. Another daily feature concludes "Dinnerbell"—"Five Minutes of Meditation," a short, inspirational message by Dr. Holland.

These regular programs, plus special features at Easter and Christmas time, give WLS a yearly schedule of 890 religious programs. Here is another WLS activity that makes us "part of the life" in Mid-West America.

Dr. HOLLAND

In 1933, Dr. Holland was appointed by Bishop Ernest Lynn Waldorf to be pastor of WLS—the first minister ever to hold such a position officially. A graduate of Iowa Wesleyan College, Drew Theological Seminary and the Garrett Biblical Institute, Dr. Holland was civil chaplain to workers in the Panama Canal Zone. Later he filled pastorates in many Mid-Western cities.

LITTLE BROWN CHURCH QUARTET

Hymns on "Little Brown Church" are sung by a quartet well known in Chicago. Left to right: James Hutchinson, Jessie Steck, Adele Brandt and George Gilman.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS

The
PRAIRIE
FARMER
STATION

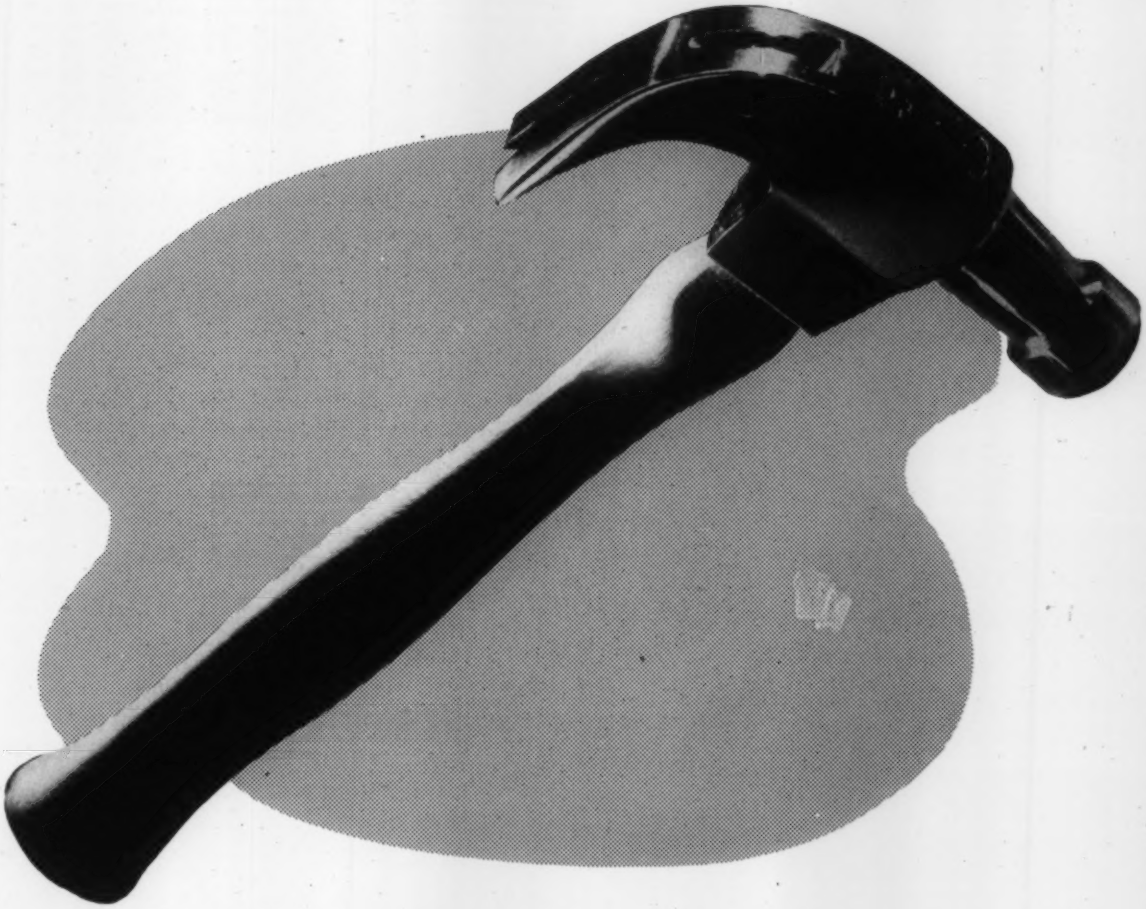
Burridge D. Butler
President

Glenn Snyder
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUG



This hammer is presented with our compliments to the time buyers who have hammered home this essential fact to their clients: **When you advertise in Connecticut's Major Market, use WDRC in Hartford.** You get all three on WDRC—coverage, programs, rate!

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER

COVERAGE
PROGRAMS
RATE
GET ALL 3 ON WDRC

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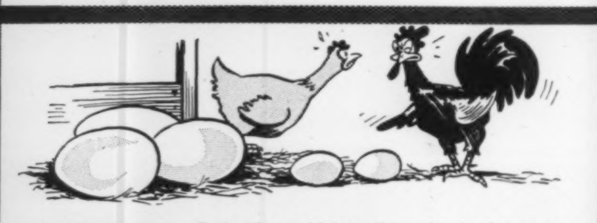
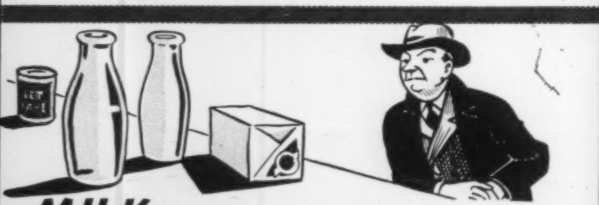
Pri-mary Read-er for Time Buy-ers

CHICKENS: Giddy, feathered nitwits, which is why Nebraska farmers don't mind selling them at today's record high prices.



EGGS: Oval objects which are delectable fried, boiled or scrambled. Sell wholesale for 21c a dozen, *more than twice the price Nebraska farmers got last year!*



MILK & BUTTER Before bottling and packaging, these two products originate inside of cows (animals found on farms.) The price *you* now pay, gives you an idea of the increased income of Nebraska farmers.

MONEY

Defined as coin, currency, wealth.

Nebraska farmers are trading their products for an enormous quantity of money.

And they'll trade their money for your products, if you tell them what you have.

Tell them over KFAB! You *need* KFAB, to reach the farm areas of Nebraska and her neighbors.

KFAB
LINCOLN, NEBR.

FOR CITY LISTENERS *use* KOIL OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

February 9, 1942

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WOL
IN THE NATION'S CAPITAL
1ST IN NETWORK PROGRAMS
☆ WOL Originates More Network Programs Than Other Wash. Statio
Fulton Lewis, Jr.
Helen Holden-Gov't Girl
American Forum of The Air
Raymond Gram Swing
F. Y. I.
Richard Eaton
Public Service Features --plus other Network
Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

Put Your 1942 Sales Money on a WINNER

For more than ten years, listener-interest surveys of the Detroit radio audience show WWJ far out front.

WWJ

Member NBC
Basic Red Network

National Representatives
George P. Hollingbery Company
New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Associate Station
W45D—FM

Owned and Operated by The Detroit News

HOW DO YOU REACH WESTERN MICHIGAN?

If you are planning on reaching Grand Rapids, Kalamazoo, and all the rest of the rich Western Michigan with your advertising, your best bet is radio—and your best bet in radio is Station WKZO!

Why? Because, in the first place, WKZO with 5000 watts at 590 K.C. covers a territory in which you would literally need *twenty* newspapers to do an equivalent job! . . . And WKZO, with its exclusive Columbia coverage of that territory, gets an audience that is unmatched by any other station in the neighborhood. In Kalamazoo, for instance, a 30-day survey reveals that WKZO has a higher daytime listening rating than *all other stations combined!*

WKZO has a primary daytime coverage of 252,170 radio homes in a region which is nationally famous for its high standards of living. . . . Enough said? Write for availabilities!

WKZO

C.B.S. • 5000 Watts
Kalamazoo—Grand Rapids

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *247 Park Ave.*
Plaza 5-4131

DETROIT: *New Center Bldg.*
Trinity 2-8444

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *1512 N. Gordon*
Gladstone 3949

ATLANTA: *322 Palmer Bldg.*
Main 5667

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . .IOWA. . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . .SOUTHEAST. . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . .SOUTHWEST. . .	
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . .PACIFIC COAST. . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

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WRIGHT-SONOVOX, INC.

BROADCASTING

and

Broadcast Advertising

Vol. 22, No. 6 WASHINGTON, D. C., FEBRUARY 9, 1942 $5.00 A YEAR—15c A COPY

FCC Tries to Halt Imminent House Probe

FlyReappointment Becomes Live Issue

AMID CHARGES of "maladministration of a good law", levelled against the FCC and its chairman, James Lawrence Fly, and of counter-charges of purported industry domination by "two New York corporations", predictions were made last week that the House shortly would institute its long-heralded inquiry into FCC affairs.

Desperate efforts by the FCC majority to thwart a proposed select committee investigation of the FCC were reported. This probe was advocated by Rep. E. E. Cox (D-Ga.), though the Administration apparently leans toward formal legislative hearings before the House Interstate & Foreign Commerce Committee. Rep. Cox, ranking member of the Rules Committee and one of the strongest men in the House, confidently predicted favorable action on his resolution this week by the committee, with House approval shortly thereafter.

Fly Is Target

The air was full of reports about dire things to come, with Chairman Fly's stewardship subject to sharp criticism. Mr. Fly's term expires June 30 and this adds significance to the projected legislative inquiry.

One of the reports was that Chairman Fly looks with favor upon creation of the post of Coordinator of Communications, paralleling the position in the transportation field held by ICC Commissioner Joseph B. Eastman.

In other quarters, however, the reaction was that there appeared to be no reason for such an organization, inasmuch as the Defense Communications Board, also headed by Chairman Fly, for more than a year has achieved outstanding success in planning war communications activity. This board, made up of the representatives of the five Government departments identified with communications, functions under Presidential mandate and its work represents the pooling of ideas of these five agencies.

Yet another report, lacking confirmation, was that Chairman Fly might be relieved of his duties on the FCC to allow him to devote full-time to DCB. He recently testified before a House committee that perhaps 90% of his time now is given over to war activity.

Whether the House inquiry will be held by the proposed Cox select committee or the Interstate & Foreign Commerce Committee, the latter already having decided on hearings within a few weeks, is problematical. In the efforts of the FCC majority to block the Cox proposal, it is understood that members have looked sympathetically upon the formal proceedings before the regular committee on the Sanders Bill (HR-5497).

Rep. Cox, in introducing his resolution (HRes-426) in the House Feb. 2, warned fellow members that Chairman Fly had dispatched agents of the Commission in an effort to defeat the measure. He said the House leadership looked upon his resolution favorably, pointing out that the plan is to probe the policies of Chairman Fly and of the FCC law department, which he charged is seeking to "federalize communications and broadcasting".

Rankin Praises Fly

Whereas the Cox inquiry, which would be conducted by a five-man committee with special counsel and investigators, would deal largely with personnel and policies, the Sanders Bill proposes reorganization of the FCC and writing of any needed revisions to the statutes.

Answering Rep. Cox's two blasts, Rep. John E. Rankin (D-Miss.) on Feb. 3 highly commended Chairman Fly and held that 90% of the criticism against the Commission had come from the "powerful radio monopoly". He talked of "a Wall Street hireling" and "a Philadelphia cigar maker", without mentioning RCA President David Sarnoff or CBS President William S. Paley by name, alleging they were trying to dictate the broadcasting policy of the nation.

An ardent foe of the power trust and acquainted with Mr. Fly during the latter's incumbency as general counsel of TVA, Rep. Rankin said that he had know Chairman Fly for many years and regarded him as a "most valuable public servant".

The Cox Committee probe, for which a special fund would be provided, would last several months. Unquestionably, it would go into the most controverted phases of FCC regulation, including the newspaper-ownership inquiry, network monopoly regulations, and purported Communistic leanings of certain FCC employes, particularly Dr. Goodwin Watson, senior analyst of the FCC Foreign Broadcast Monitoring Service and former Columbia U professor.

Senate Hearing

The House, in passing the Independent Offices Appropriation Bill last month, withheld any compensation for Dr. Watson, a virtually unprecedented act. It was reported that commitments had been made to the House committee in executive session that Dr. Watson would be released, and when this did not occur the committee decided to withhold compensation.

The Senate Appropriations subcommittee handling independent offices, at an executive session last Wednesday, heard Chairman Fly, Commissioner Durr, FBMS Director Lloyd A. Free and Dr. Watson, questioning the latter for more than a half-hour.

Dr. Watson was said to have denied flatly charges of affiliation with Communist-front organizations and declared he was not an advocate of overthrowing the democratic form of Government, according to reports of observers. Inserted in the record were a number of letters from former associates and well-known educators, attesting to Dr. Watson's character.

"No Witch Hunt"

Rep. Cox emphasized, in an interview with BROADCASTING last Tuesday, "the main objective of the resolution is to stop bad administration of a good law". In this statement he echoed a previous comment by Speaker Sam Rayburn, who in 1934 was chairman of the House Interstate & Foreign Commerce Committee when the

(*Continued on page 53*)

TEXT OF THE COX RESOLUTION

FOLLOWING is the full text of the resolution (H. Res. 426), introduced in the House Feb. 2 by Rep. Cox (D-Ga.), calling for a far-reaching "study and investigation" of the FCC:

Resolved, That there is hereby created a select committee to be composed of five members of the House to be appointed by the Speaker, one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized and directed to conduct a study and investigation of the organization, personnel, and activities of the FCC with a view to determining whether or not such Commission in its organization, in the selection of personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and the public interest.

The committee shall report to the House (or to the clerk of the House if the House is not in session) at the earliest practicable date during the present Congress the results of its investigation, together with such recommendations as it deems desirable.

For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not the House is sitting, has recessed, or has adjourned, to hold such hearings, to acquire the attendance of such witnesses and the production of such books, papers, and documents, and to take such testimony, as it deems necessary. Subpenas may be issued under the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member.

Thesaurus Using ASCAP Numbers For Disc Library

Music of Some Publishers Used Under Interim Plan

NBC Thesaurus, transcription library service, will begin immediately to release the music of some ASCAP publishers to its station subscribers, C. Lloyd Egner, vice-president in charge of the radio recording division, announced last Friday.

In addition to obtaining the recording rights directly from a number of individual ASCAP publishers, NBC has also made an interim arrangement with ASCAP permitting subscribers to broadcast Thesaurus transcriptions of ASCAP music for sustaining programs, even if they have not taken out ASCAP licenses.

Mr. Egner declined to release the names of the publishers from whom NBC has secured recording rights, stating only that a detailed bulletin concerning the ASCAP selections now available will be issued by the end of the week. Herman Starr, in charge of the music publishing interests controlled by Warner Bros. Pictures, including Harms Inc., Remick Music Corp. and M. Witmark & Sons, told BROADCASTING that NBC had been granted the right to record all music in the catalogs of these publishers, which rights were withdrawn from the management of Harry Fox, agent and trustee for most ASCAP publishers, early in the winter [BROADCASTING, Dec. 8].

Fees Eliminated

Explaining that NBC was determined to avoid "the unsatisfactory arrangements that prevailed prior to 1940-41" and that the recording problem could not be settled together with the ASCAP negotiations with stations since ASCAP controls performing but not recording rights to the music of its members, Mr. Egner said it had been necessary "to continue negotiations until we could obtain ASCAP music on a basis satisfactory to our customers as well as ourselves and the publishers.

"Heretofore we were required to pay publishers and to charge our subscribers 25 cents and in some cases 50 cents, per use per selection on certain sponsored programs using Thesaurus. These fees were charged in addition to the broadcasting license for which the station paid directly to ASCAP. These extra copyright fees are now eliminated.

"Heretofore, our recording right licenses were limited to either six months or a year, thus making it very hazardous to invest in costly recording by large orchestras of the standard tunes. Our arrangements are now on a long-term basis, thus permitting us to resume recording of the standard favorites.

"These arrangements have been made only with certain important ASCAP members with large catalogs. It is necessary for us to continue to negotiate with other publishers and this will require time; but as rapidly as we are able to conclude satisfactory arrangements with other ASCAP publishers, we will include their compositions in Thesaurus."

Negotiations are currently under way between ASCAP and WBS for a similar deal which would permit the broadcasting of ASCAP music on World Library discs by stations not licensed by ASCAP.

The arrangement with ASCAP is purely temporary, Mr. Egner explained, "to allow subscribers the necessary time in which to reach a conclusion on the question of taking an ASCAP license," adding that it does not apply to stations in Nebraska, where ASCAP has been outlawed. The arrangement does not cover broadcasts of ASCAP music on commercial programs, he said, but these can be arranged under a local licensing agreement with ASCAP if the station desires.

FCC Studies Outstanding CPs As WPB Freeze Order Pends

DISPOSITION of some 150 outstanding construction permits for standard broadcast stations, covering new installations, power increases and directionals, is the immediate problem confronting the FCC as a result of its preliminary "freeze announcement" of Jan. 30, which forestalls all new station construction in areas now receiving primary service from at least one station.

Careful study is being given the language of the order to be issued freezing existing assignments, with no indication as to when public announcement will be made. The War Production Board, headed by Donald M. Nelson, actually will promulgate the decree, as it has done in the case of automotive, tire, radio receiving set and other manufactures involving critical materials banned or curtailed for civil use.

Material Shortages

The preliminary order on new broadcast grants does not affect any other broadcast service, such as FM and television, though these services are expected to be covered in subsequent decrees. Shortages of vital materials are expected to result in virtually similar restrictions.

Under the freeze procedure, all applications for new broadcast stations automatically are to be set for hearing. Proof of no primary service, from at least one station, must be established before a grant will be made, and the priorities' road cleared for the necessary equipment.

The construction permit problem is being given intensive study by the FCC. The Commission will ascertain progress in installation, how many of the station building projects involve critical material and whether adequate service already is available in the area involved. Formulation of a sound policy, with sufficient latitude to take care of underserved areas, is the goal.

Thought has been given, it is understood, to diversion of transmitters, tower steel and other materials already on order or in production from what may be construed as non-essential installations to the more urgent ones in underserved areas. This, however, is regarded as a rather extreme approach.

More than likely installations nearing completion, whatever the area, will be carried through. Others, which have been held in abeyance, will not be permitted to remain outstanding for the duration, and probably will be rescinded.

Whether the FCC will seek to ascertain the status of outstanding construction permits by questionnaire or through examination of information already on file remains to be determined. Similarly, availability of materials for the particular work authorzed will figure prominently in ultimate disposition of each case.

The Defense Communications Board, policy-making body which recommended the preliminary freeze notice, met at the FCC last Thursday. It took no action on the standard broadcast situation, however. Aside from broadcast services, freeze orders relating to other services licensed by the Government, such as aviation, police, marine and point-to-point, are under consideration.

INTEREST IN WHIP SOLD FOR $75,000

AN EXPENDITURE of $75,000 for acquisition of 45% of WHIP, Hammond, Ind., was made by Marshall Field 3d, Chicago merchant-publisher and his associate, John W. Clarke, investment broker, according to information obtained last week. Mr. Field acquired 30% of the station and Mr. Clarke 15%. The latter has been elected vice-president and treasurer of the Hammond Calumet Broadcasting Corp., which operates the station [BROADCASTING, Feb. 2].

WHIP operates on 1520 kc. with 5,000 watts daytime, but holds a construction permit for fulltime. Since acquisition of control is not involved in the transaction, FCC approval is not required. A report covering the transfer, however, will be filed along with the application for license renewal next month.

Dr. George F. Courrier, Methodist Episcopal pastor, remains as president and Doris Keane as vice-president, secretary and general manager. Significance attaches to the Field acquisition, since the millionaire merchant is also publisher of the new *Chicago Sun*.

McNeil Appointed As WJZ Manager

New Sales Staff Announced By New York Blue Key

FOR THE FIRST time since it joined NBC in 1927, WJZ, key outlet in New York of the Blue Network, has its own local management which will devote its time to building up WJZ as a local station with the local audience as a primary interest.

Mr. McNeil

In the newly-created post of manager of WJZ is John H. McNeil, who joined the NBC sales staff in 1936 after several years in advertising agency work, and a period of sales and promotion with *Liberty Magazine*. He has been handling sales for the Blue Network since it set up its own sales group in 1940.

New Sales Personnel

The WJZ new sales staff will inclue Robert Garver, formerly of WOR, New York; Gordon Lloyd, formerly of WNEW, and Luellen Stearns, formerly of the Reinhold Publishing Corp. WJZ will be represented in the national spot field by the Blue Network's national spot sales organization under Murray B. Grabhorn.

The entire program structure of WJZ is currently under revision to conform with the needs and wishes of New York listeners, the first series to be set up having started Feb. 2 as an all-recorded five-weekly program titled *Strike Up the Band*. Featuring recordings by different orchestras each day, the series has as m.c. Ray Nelson, who formerly ran the recorded *Midnight Jamboree* program on WEVD, New York, and also handles the WJZ *Show Shop* program, sponsored by Anacin Co., and *The Spice of Life*, heard five times weekly at 9 a.m. on WEAF, New York, under sponsorship of Old Dutch Mills, New York (coffee).

It is understood that one-minute commercials will be sold on the show, with four announcements set as the maximum, although no exact sales policy for the show has yet been announced.

Trammel Improves

NILES TRAMMELL, president of NBC, was reported last week to be resting comfortably at Roosevelt Hospital, New York, following an operation for acute appendicitis Jan. 28. Handling his duties temporarily is Frank Mullen, vice-president and general manager.

FRANK W. WOZENCRAFT, vice-president and general counsel of RCA Communications Inc., was called Feb. 3 into active Army service as a lieutenant colonel in the Signal Corps Reserve, assigned to Fort Monmouth, N. J.

Dean Pound Raps Press Ownership Ban

Sees Threat to Free Speech as Hearing Nears End; Stahlman May Be Called

WITH a thumping academic-legal case against any ban on newspaper-ownership of broadcasting facilities delivered as a climax by Roscoe Pound, dean emeritus of Harvard Law School, the Newspaper-Radio Committee last Friday noon concluded its affirmative presentation in the FCC's long-drawn newspaper-ownership inquiry.

To all intents and purposes, the proceeding appears to be finally concluded after nearly seven months, although FCC Chairman James Lawrence Fly left the door open for further sessions by recessing the inquiry without setting a resumption date.

PRESS PROBE COSTLY

Estimate of $250,000 Given For FCC Inquiry

ALTHOUGH still far behind the half-million-dollar overall cost figure of the 1938-39 network-monopoly hearing, the newspaper-radio inquiry, which rolled into its closing stage last week, already is estimated to have cost nearly a quarter-million dollars. This figure, at best an approximation, was pretty well agreed upon by industry observers, reckoning the total cost on a basis covering salaries, fees, operating expense and the countless other expenses that can be charged, directly and indirectly, to the conduct of the inquiry.

Here are some of the vital statistics on the newspaper-ownership investigation:

The record of the proceedings (Docket 6051) now includes almost 3,500 pages of testimony, gathered on 24 hearing days from a total of 52 witnesses—42 appearing during the FCC presentation and 10 during the Newspaper-Radio Committee affirmative presentation. The hearings started July 23, 1941, continuing in fits and starts, with weeks sometimes elapsing between sessions, until the last session on Feb. 6. Also included in the record are 407 exhibits.

May Call Stahlman

Pointing to continuation of the hearings, it was indicated Friday that the FCC intends to call Comdr. James G. Stahlman to testify. Comdr. Stahlman, publisher of the *Nashville Banner* and former president of ANPA, now on active duty with the Navy Department, last week emerged as the "lost soldier" of the anti-newspaper-ownership fight when the U. S. Court of Appeals for the District of Columbia held that the Commission had the power to require his appearance under supoena.

The court, however, at the same time struck at the heart of the move against newspaper-ownership by holding that the FCC was entirely without power to enforce any general rule precluding newspapers, or any other class of applicant, from holding station licenses [BROADCASTING, Feb. 2].

With Elisha Hanson, ANPA general counsel, apparently satisfied at having "lost a soldier, but won the war", and not intending to appeal the subpoena suit to the Supreme Court, the decision lay with the FCC whether to call Comdr. Stahlman to the stand. Although it was indicated he would be called, no date was set for his appearance.

Dr. Hettinger Testifies

It is believed also that the FCC may offer several more exhibits in the newspaper-inquiry record, and may call for additional expert testimony along their line. If this turns out to be the case, the Newspaper-Radio Committee in all likelihood will counter such testimony with expert witnesses of its own.

Appearing as Newspaper-Radio Committee witnesses at the windup sessions last Thursday and Friday were Dr. Herman S. Hettinger, associate professor of marketing and chairman of the marketing department of the Wharton School of Finance & Commerce, U of Pennsylvania; Ernest Angell, New York lawyer and fulltime president of the Council for Democracy since July 1, 1941; Dr. Roscoe Pound, dean emeritus of the Harvard Law School. Direct examination was handled by Sydney M. Kaye, NRC associate counsel, with Donald Harris, of the FCC legal department, for the Commission.

Mr. Angell declared that the question of whether newspaper-ownership should be banned, or whether there should be discriminatory regulation of any kind, was "tremendously important" to democracy. He pointed out that freedom of speech and press is one of the imperatives of democracy, and any restriction becomes an immediate danger to the democratic ideal.

Discrimination against one group, like newspapers in the radio field, leads to discrimination against other groups, such as churches, schools and labor groups, he observed, maintaining that Government control over lines of communication to the marketplace of opinion was "dangerous precedent".

Calling on the FCC to examine each case on its merits, subjecting applicants only to rules applicable to every applicant, Mr. Angell held that an administrative agency like the FCC should treat no differently from any other applicant one individual or entity happening to enjoy close contact or influence with the public.

Cross-examined by Counsel Harris, Mr. Angell declared that diversity of ownership was desirable, and although the fact that an applicant for radio facilities owns a newspaper should be considered, that fact should carry no more weight than his religion or race.

Asked by Commissioner Durr if he would object to a Congressional order to the FCC to avoid lodging undue control in any single social, political or economic groups, Mr. Angell answered that this would be less objectionable than a general rule or flat order against newspaper-ownership.

Explains Data

Dr. Hettinger explained a series of eight exhibits interpreting certain elements of statistical data presented by Dr. L. D. H. Weld, director of research of McCann-Erickson, during the early days of the hearing last August. In explaining the exhibits, Dr. Hettinger cautioned against making "wrong interpretations" of Dr. Weld's statistics on the relative incomes and operating revenues of radio, newspapers and magazines.

One table, as described by Dr. Hettinger, giving a breakdown of radio's total time sales from 1935 to 1940, showed an increase of 95.5% in total net time sales during the period, a rise from $79,600,000 in 1935 to $155,700,000 in 1940.

According to Dr. Hettinger's breakdown, network advertising time sales increased 85.7% during the period; national and regional non-network time sales, 169%; local time sales, 71.6%. During the six-year span, national time sales rose 107.3%, the table indicated, although the general trend in comparing sales between competing media was a deceleration in the increase in radio time sales.

Another exhibit, covering newspaper and magazine advertising revenues from 1909 to 1939, showed a 263% increase in newspaper revenues, from $148,600,000 to $539,500,000, along with a 318% increase in magazine and periodical advertising revenues, a rise from $53,900,000 to $224,500,000.

Pointing out that more than 90% of radio's operating revenues derive from commercial time sales, Dr. Hettinger pointed out that of a total operating revenue of $1,396,400,000 for radio, magazines and newspapers, radio revenues accounted for only about 10% of this amount. Drawing upon his exhibits, he emphasized that while total revenues from broadcast operations during 1939 amounted to $141,700,000, in the same year newspapers had revenue totaling $845,700,000, and magazines, $409,000,000.

He pointed out, in this regard, that the Weld exhibits, introduced on behalf of the FCC, indicated that radio revenue amounted to 19% of the total radio-magazine-newspaper revenues.

Local Press Revenue

Observing that since 1915 from 68% to 75% of the newspaper advertising revenue has been secured from local advertisers, Dr. Hettinger pointed out that newspapers in 1940 took in $408,000,000 in local accounts and $161,000,000 in national accounts. With radio's national time sales amounting to $110,900,000 in 1940, comprising about 75% of its revenue, he said this indicated that radio's greatest competition with newspapers lies in the national advertising field.

Another exhibit, comparing 1929 and 1939 conditions, showed that retail sales during the decade had dropped 14.5%, from $49,115,000,000 in 1929 to $42,039,000,000 in 1939; local retail advertising meanwhile had dropped one-third, from $600,000,000 to $400,000,000; and the ratio of advertising expenditures to retail sales had declined from 1.22% to .95%, a drop of 22.1%.

Asked for his opinion on the effect of radio in bringing about this change, Dr. Hettinger pointed to these figures and commented, "Obviously, factors other than radio advertising have been responsible for the relative decrease of newspaper advertising revenue". In response to further questioning, he observed that as a matter of economic stability, it was of small consequence whether a newspaper owns a station, or a radio station owns a newspaper, in the present state of the arts, although there would be "no telling" what might come with further development of television and facsimile.

Dean Pound Testifies

With FCC Chairman James Lawrence Fly making his first appearance at the hearings in several weeks, Dean Pound reviewed and analyzed the history and development of the "common law rights of man". Using no notes, he presented an exhaustive historical survey of the legal background of the concepts of freedom of speech and press, maintaining that there is no valid "new interpretation" of these principles, as has been argued on occasion by FCC counsel.

It is the duty of an administrative agency, such as the FCC, to "shape action to the exigencies of the case", rather than attempt to short-cut by establishing general or arbitrary standards or rules, Dean Pound commented. He declared also that administration of the law is

(*Continued on page 48*)

NAB Code Group Votes News Control Plan

Shepard Proposals Aimed to Stop Criticism

CONSISTENT with the industry war policy of self-regulation, the NAB Code Compliance Committee, at an all-day session last Friday approved a series of suggestions to control broadcasting of war news to insure maximum good taste in the handling of war news.

Basic suggestions advanced by John Shepard 3d, Yankee Network president and chairman of the newly-created Broadcasters' Victory Council, were adopted. Additional suggestions, relating to middle commercials and banning of sponsorship of individual and sporadic news bulletins, were adopted by the committee with the sanction of Mr. Shepard.

Efficient Handling

The special meeting was called by NAB President Neville Miller and Committee Chairman Earl J. Glade, KSL, Salt Lake City, following a meeting the preceding Saturday (Jan. 31) with Archibald MacLeish, director of the Office of Facts & Figures; William B. Lewis, associate director of OFF in charge of radio, and Douglas Meservey, Mr. Lewis' chief aide.

Some criticism of handling of commercials in news programs, in the light of the war, had been voiced. The suggestions adopted, it was felt, can be observed without any substantial loss of revenue for any station, while at the same time resulting in more efficient handling of news.

Messrs. Lewis and Meservey attended a luncheon session of the code committee last Friday and indicated the suggestion should go a long way toward meeting criticism. F. M. Russell, NBC Washington vice-president, and Fred Weber, MBS general manager, also attended the session.

The committee decided to undertake a survey of news broadcasts to ascertain the precise effect of the suggestions advanced. Further recommendations will be made to the industry in accordance with the survey results, it was stated.

Elimination of the middle commercial was the salient topic. It was agreed, however, that with the exercise of extreme care, such commercials could be handled [see text of suggestions below]. The keynote was the deep responsibility of broadcasters in handling of news in such manner as will satisfy the listener without resorting to production techniques that dramatize or excite. Commercial copy should conform to this objective pattern of simplicity in presentation and calmness in manner, it was agreed.

Proposals that the middle commercial be eliminated in all newscasts, that different announcers handle commercials from those who read the news, and that commercial time on newscasts be cut by 25 per cent were rejected by the committee after full consideration.

Code committee members who attended the meeting included Edgar L. Bill, WMBD, Peoria; Gilson Gray, CBS, New York; Hugh A. L. Halff, WOAI, San Antonio; Sumner B. Quarton, WMT, Cedar Rapids; Janet MacRorie, NBC, New York; Edney Ridge, WBIG, Greensboro; Calvin J. Smith, KFAC, Los Angeles. NAB staff members present, in addition to President Miller, were Russell Place, counsel; Joseph L. Miller, labor relations director; Frank Pellegrin, director of broadcast advertising. Only member absent was Henry P. Johnston, WSGN, Birmingham.

At the meeting Jan. 31 Mr. MacLeish and his OFF staff set in motion the machinery for the drafting of the additional suggestions. Criticism of commercials in news broadcasts resulted in the call for this meeting, Mr. MacLeish asserted. In addition to Messrs. MacLeish and Meservey, Allen Grover, MacLeish's assistant, Harry Butcher, CBS Washington vice-president, Paul White and Gilson Gray of CBS, New York, and Messrs. Russell and A. A. Schechter for NBC, attended. William B. Dolph, general manager of WOL, Washington, represented MBS, with the NAB represented by President Miller and Mr. Pellegrin.

New War Committee

Mr. MacLeish is also chairman of the newly-formed Committee on War Information, made up of top Government executives. Its members include James Dunn, Assistant Secretary of State; Ferdinand Kuhn Jr., Assistant Secretary of the Treasury; L. M. C. Smith, special assistant to the Attorney General; Wayne Coy, Office for Emergency Management; Lowell Mellett, director of the Office of Government Reports and assistant to the President; John McCloy, Assistant Secretary of War; Adlai Stevenson, Assistant Secretary of the Navy; Capt. Robert E. Kintner, OFF; Robert Sherwood, Office of the Coordinator of Information; Nelson Rockefeller, Committee on Inter-American Affairs; Benjamin Cohen, Department of the Interior; James Landis, Office of Civilian Defense; Oscar Cox, Lend-Lease Administration.

It was pointed out that the War-Time Guide for Broadcasters, drafted Dec. 19 by the NAB Code Committee stressed that news should never be used as a "springboard" for commercials and that such phrases as "bulletin", "flash", "news" and the like should be used only in their legitimate functions.

NAB Code Committee's News Control Suggestions . . .

Following are the suggestions for handling of news as proposed by Broadcasters' Victory Council, adopted by the NAB Code Committee at its session last Friday:

a. The opening commercial identification should be as short as possible. Get into the news rapidly without attempting to make the listener take a solid commercial first.

b. Clever "lead-ins", use of a few teaser news items before the commercial, promises of an "exclusive item" after the commercial—all such advertising technique will defeat the aim of broadcasting under present conditions. Therefore, the practice should not be employed.

c. Great care should be exercised in the placement of the so-called "middle commercial". It should come after the body of news has been given. This position therefore will vary with the contents of the news in each radio edition. In some routines used by some stations it will come after a roundup of official communiques; or after a combination of international and national news items; or after a commentators resume and comment on these stories.

The placement will of course be determined by the individual method used by each station in the presentation of its news. But the position given it should be based on the determination to give the listener the outstanding news in a well rounded pattern before the insertion of the commercial.

d. Whenever the commercial is inserted, the broadcaster should be extremely cautious about its content in relation to the news which precedes. For example, under the present circumstances it is bad taste to insert advertising copy immediately following a story of a great disaster or catastrophe. Some method should be used to separate the two. Here are some suggestions of various methods:

1. Use of a short sports or general news item before going into the commercial.

2. Some stations may be able to use two voices, with the news voice pausing a second or two and bringing in the commercial voice with an introduction.

3. When same announcer is used, in addition to the pause, he should identify the succeeding talk as a "message from the sponsor", or some identifying lead-in.

The Commercials

a. Broadcasters should insist that all commercials adhere to the standards of good taste.

b. "Scare copy" or copy based on "fear of what will happen" should be avoided.

c. Any attempt to write into the commercial accepted "news phrases"; such as "flash", "bulletin", "headlines from", "good news for", "today all over the world", etcetera must be halted.

d. The use of transcribed jingles, musical introductions to commercials, sound effects, etcetera should be discouraged. If a broadcaster accepts such, then a news item of sports or human interest—*definitely not a war or peril item*—should precede their use, They then should be placed close to the end of the news broadcast in order not to interrupt the news pattern.

e. Commercials should not contain copy praising the sponsor for bringing the news or commending the client for bringing it "first"—"or at great expense"—"or through the resourcefulness of".

f. All copy should conform to the general theme of news broadcasting outlined above in the interests of eliminating the causes of criticism. Hence the copy theme, the use of verbiage should be in keeping with calmness in delivery and good taste in approach.

Manner of Presentation

1. All production techniques which foster excitement should be abandoned. This would mean the avoidance of dramatization, sound effects and attention compellers.

2. All announcers and commentators must deliver with calmness and restraint. Shouters, dramatists and announcers who use a "heavy sell" should conform in microphone manner to the new spirit of news broadcasting.

3. The use of inflection etcetra to suggest the importance or the "exclusivity" of an item of news would violate the spirit of the new pattern.

Suggestions

It has been suggested that the present method of identifying sponsors of news broadcasts be adjusted so as to eliminate the use of "through the courtesy of"; "is made possible by"; "is brought to you by".

In order to do this, perhaps the following method could be adopted,—"a daily service of the XZZ Company", or "a service of the XZZ Company", or conclude the news with a service announcement such as defense bond, army, navy or marine enlistment, man power announcements, etcetera and then follow with a tag line commercial killing direct reference to "sponsorship", "courtesy", etcetera.

These additional suggestions were adopted by the Committee and accepted by BVC:

1. Network or station should reserve to itself the right on any appropriate occasion to refuse a middle commercial, or to insist upon its coming later in the program, when its use earlier interrupts a continuing description of a single situation. For example, if 10-minute or 15-minute news broadcasts were devoted to the Roberts Report, the news of that report should not be interrupted by a commercial. Similarly should some transcendental situation take up the entire news the sponsor middle message should not be permitted at all.

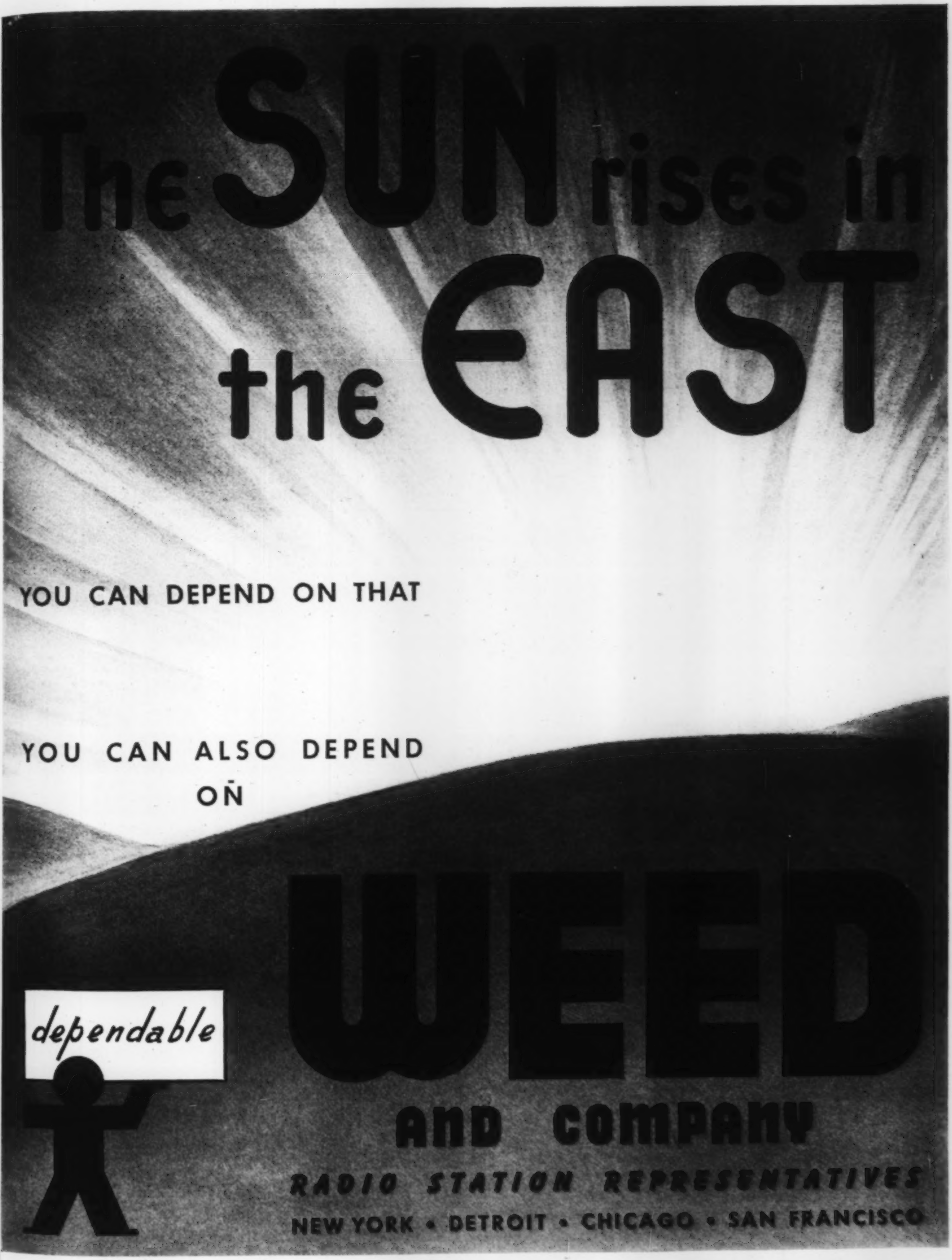
2. Sponsorship of individual and sporadic news bulletins which result in single news items or two or three brief news items reaching the audience under commercial sponsorship should not be permitted. Such as sponsorship of a news bulletin in a station break announcement.

3. Any changes in present standard news broadcasting practices required in order to institute the foregoing standards should be made promptly.

Bakeries Campaign

INTERSTATE BAKERIES Corp., Kansas City (Log Cabin bread), in a 13 week Los Angeles campaign which started Feb. 4, is using a total of 14 transcribed spot announcements weekly on KHJ KNX KECA KRKD. Agency is Dan B. Miner Co., Los Angeles.

SELENA ROYLE, radio actress, who plays, among other parts, the title role in the CBS serial *Kate Hopkins*, sponsored by General Foods Corp., has joined *Swank* Magazine as radio editor.


The SUN rises in the EAST
YOU CAN DEPEND ON THAT
YOU CAN ALSO DEPEND ON
dependable
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

Leasing of All Shortwave Time Considered by Donovan Office

Virtual Subsidy for Improvement of Mechanical Operation Foreseen in Project of OCI

A VIRTUAL subsidy for the improved mechanical operation of the nation's 11 operating shortwave transmitters, and others already projected or soon to be projected, is foreseen in a plan now in its tentative stages at the Office of the Coordinator of Information headed by William J Donovan.

The plan contemplates leasing by the OCI of all the time on the stations, but continued operation by their present owners, with both the OCI and private operators providing programs designed for reception in foreign countries, particularly in enemy territory.

All Time Controlled

It is proposed that OCI shall control all of the time on the stations with the exception of 4 p.m. to 12 midnight, which would be allocated to the Coordinator of Inter-American Affairs (Rockefeller Committee) whose communications division is headed by Don Francisco and whose radio branch is headed by M. H. Aylesworth.

Terms of the leasing arrangement have not yet been decided upon, though it was pointed out that the OCI has authority and funds to pay the private operators for use of the facilities.

Conversations are already under way with the operators, and it is reported that all but a few of the operators are in virtual accord.

The OCI, whose radio activities are headed by Nelson Poynter, editor of the *St. Petersburg Times* and owner of WTSP, in that city, proposes that the funds it provides shall be used to increase the powers of the stations so that their total wattage will exceed 2,500,000. It is also proposed to underwrite the erection of more such stations, preferably by private operators.

All programs, including news, would clear through the New York office of OCI, which is connected with all of the existing shortwave stations by broadcast landlines with the exception of General Electric's KGEI at Belmont, near San Francisco. The present hookup is known as the Bronze Network, and over it the OCI is already feeding news reports processed in its own news room in Washington.

To Avoid Propaganda

That the over-all plan virtually means Government operation of the American shortwave system, was the conclusion in some industry quarters, but those projecting it declare that they intend to retain the best programs now on the shortwave stations and put on many additional programs. It is their contention that the industry, absorbed with so many other problems and deriving little or no revenue from shortwave broadcasting, has not turned over its "best brains" to international broadcasting, and that much remains to be done both in technical construction and in a program way.

News, it was said, will be handled on a factual basis, with some of the present foreign-language newscasters retained and others added, but with more complete and more frequent news reports offered by reason of the availability to OCI not only of the press association reports but the vast Governmental founts of information. Any semblance of "propagandizing" is to be avoided in order to maintain the American news services' high reputation for credibility now enjoyed in practically all foreign lands.

The OCI's field of activity embraces all foreign territories outside of the Western Hemisphere, the latter domain being left to the Rockefeller Committee which is handling its own radio liaison with the shortwave stations. OCI latterly has been particularly active in getting out radio reports to the American forces overseas, but its prime effort has been to get reports into both allied and enemy countries to acquaint them with the activities of the United States in the war.

With only one shortwave broadcasting station on the West Coast, the OCI took the initiative in purchasing a transmitter from GE several months ago and securing necessary priorities thereon so that it could be installed in San Francisco for operation by Wesley I. Dumm, owner of KSFO, San Francisco, who is to repay OCI for the outlay and who is also reported planning to erect still another such transmitter in Los Angeles.

Shortwave Outlets

The 11 American shortwave broadcasting stations now licensed to private operators are WCBX, Wayne, N. J., 10,000 watts, owned by CBS and holding a CP for 50,000-watt operation from a new site at Brentwood, Long Island; WLWO, Mason, O., 75,000 watts, owned by the Crosley Corp.; KGEI, Belmont, Cal., 50,000 watts, owned by General Electric Co.; WGEA, So. Schenectady, 50,000 watts, owned by General Electric; WGEO, So. Schenectady, 100,000 watts, owned by General Electric; WNBI, Bound Brook, N. J., 50,000 watts, owned by NBC; WRCA, Bound Brook, 50,000 watts with special authorization for 100,000 watts on one frequency, owned by NBC; WCAB, Newtown Square, Pa., 10,000 watts, owned by WCAU, Philadelphia; WBOS, Hull, Mass., 50,000 watts, owned by Westinghouse; WRUL, Scituate, Mass., 50,000 watts, owned by World Wide Broadcasting Corp.; WRUW, Scituate, Mass., 20,000 watts (with CP for 50,000) owned by World Wide.

In addition, construction permits are outstanding for a new 50,000-watt outlet being built by CBS at Brentwood, L. I., which is designed to replace WCAB near Philadelphia; for Mr. Dumm's KWID, San Francisco, which will operate with 100,000 watts; and for World Wide's WRUS, to operate with 50,000 to 100,000 watts.

THREE RADIO MEN ON DONOVAN STAFF

THREE more practical radio men have been added to the radio staff of Coordinator of Information William J. Donovan under Nelson Poynter, owner of WTSP, St. Petersburg, and editor of the *St. Petersburg Times*, who is in charge of radio activities.

They are Gordon Persons, former manager and part-owner of WSFA, Montgomery, Ala., who has joined the technical staff under Murry Brophy, working on equipment installations; Russ Johnson, former Pacific Coast program director of CBS; John Houseman, formerly with various Hollywood studios and recently with Orson Welles' *Mercury Theatre*. Mr. Johnson and Mr. Houseman will correlate program and station relations.

RADIO'S ROLE IN HAWAII

Broadcasters Took Prominent Role in Mustering Personnel and Clearing Phone Lines

There's a crying need of programs—good ones—in Hawaii, where about all they can do these blacked-out evenings is listen to the radio. That's what Webley Edwards, manager of KGMB, Honolulu, writes. Besides telling how nobly radio came to the rescue Dec. 7, he pleads for shortwave or disc programs. Here is his letter to BROADCASTING, *delayed a good deal in transit:*

OUR COPY of the Jan. 5 BROADCASTING has just arrived. I have no way of knowing how soon this letter can get back to you as, for obvious reasons, our mail schedules are somewhat irregular.

I am writing in reference to a story that appeared on page 33 of that issue, concerning Army approval of a plan for radio stations to transcribe programs to be sent outside of the continental United States for Army personnel. I am writing a short letter to Capt. Gordon Hittenmark, of the War Department's Morale Branch, in Washington, D. C., but would greatly appreciate your stoutest efforts to get some action.

I am not breaking any rules of censorship when I tell you we have many, many troops here in the Hawaiian Islands from all parts of the nation. Radio plays a tremendous part in maintaining the high morale of these armed forces, as well as the civilian defense workers and the general population of the Territory.

Will you carry an article in your publication saying that KGMB in Honolulu will broadcast all transcribed programs of 14 or 29 minutes in length that are sent to us by mainland stations. We will set up a regular broadcast schedule so that Army and Navy and civilian workers may know when to tune in.

The Awful Day

The radio industry may well be proud of the part played by Hawaiian broadcasting stations during the Dec. 7 bombing, and thereafter. Almost immediately after the first bombs fell, KGMB started issuing calls for off-duty Army and Navy personnel to report at once to their positions. This was fol-

(*Continued on page 44*)

FIXED BAYONETS guard Honolulu's vital utilities. Here two soldiers behind sandbags guard KGMB, Honolulu. A third soldier watches from the roof.

Trained Radio Personnel Sought for Latin Agency

TO SUPPLY specialized personnel requirements of the Committee on Inter-American Affairs, in connection with international broadcast programming, the Committee on Administrative Positions in the Government, of the Civil Service Commssion, is seeking a score of program and production men having a full cultural knowledge of South America and who speak Spanish, it was learned last week.

Expansion of the activities of the committee, popularly known as the Rockefeller Committee, will necessitate filling of these programming and production posts. Highly specialized knowledge of South America, in addition to programming or newspaper experience, are prerequisites, it was reported. The positions will fall in salary brackets ranging from approximately $2,000 to $5,600 per year, it was said. In addition to international broadcast phases, it is understood the programming work will include preparation of transcriptions in Spanish for spot broadcast over stations in the Latin American countries.

DOUBLE RESPONSE!

Yes sir! Audience mail has more than doubled since WOWO began full time operation six months ago. That's double audience response!... Twenty-five new network commercials have been added. National spot business has jumped 77.9 percent... With rates unchanged, WOWO's value to the mid-West advertiser has doubled. Yes sir!

WOWO
FORT WAYNE
INDIANA'S MOST
POWERFUL STATION

WESTINGHOUSE RADIO STATIONS INC • KDKA KYW WBZ WBZA WOWO WGL
REPRESENTED NATIONALLY BY NBC SPOT SALES

Industry Accepts War Labor Policy

'No Strike' Plan Has Long Been Basis Of Operation

By JOSEPH L. MILLER,
Labor Relations Director, NAB

THE broadcasting industry gladly accepts the country's new wartime labor policy.

Mr. Miller

As a matter of fact, this "no strike" policy has been the keystone of the industry's labor relations program throughout the 21 years of the industry's existence.

Good pay, good working conditions, scrupulous compliance with all labor laws, and an honest effort to be more than just fair in all respects with employes, have kept the industry's labor relations on a high plane. Strikes have been few and far between.

Direct Negotiation

The new "no strike" labor policy places new obligations on both employers and employe organizations. As agreed to by representatives of both management and labor, it provides that all disputes shall be settled by peaceful means. These peaceful means, President Roosevelt says, shall include (1) direct negotiation between labor and management, (2) mediation or conciliation if direct negotiation fails, and (3) *arbitration* if mediation or conciliation is unsuccessful.

In other words, both labor and management shall make every effort to settle any disputes by direct negotiation before other settlement procedure is brought into action. The importance of this step cannot be over-emphasized. Unless an overwhelming majority of disputes are settled in this way, there will inevitably grow up governmental regulation of wages and other working conditions which will be as abhorrent to labor as to management.

However, in case direct negotiation fails to adjust differences, the employer and labor are obligated to ask for outside help. Sources for this help in radio include the national offices of the unions involved, the NAB labor relations department, other labor relations experts, or state or Federal conciliation services. The important thing is to get the detached views and suggestions of an outsider. In this step, these views and suggestions are not binding. But often they can be of the greatest help.

The final step, if mediation or conciliation fails, is arbitration. Both sides, if a dispute reaches this stage, must agree to let an outsider settle the dispute for them. Whatever this outsider says is final judgment.

Often arbitration is desirable. If there has been a *sincere* effort to reach an agreement by direct negotiation, and if the advice of impartial experts has failed to produce a settlement, it may be the best way to end a dispute. If, on the other hand, one or both of the parties to a dispute start negotiations with the fixed idea that eventually it will go to arbitration, by a government agency, then direct negotiations and mediation may as well be dispensed with. We might as well dispense with collective bargaining, and let a governmental agency fix wages, hours and working conditions.

Split the Difference

Another factor, too, is the tendency of arbiters to "split the difference."

If a labor union is asking for $1 more than the employer wants to give, an arbiter is inclined, it seems, to make it 50 cents. And there is no appeal from an arbiter. The parties have agreed in advance to accept his award. Hence, if a labor leader really wants 50 cents and knows that the dispute will eventually go to arbitration, he usually will hold out for $1 through the periods of direct negotiation and mediation—hoping that the arbiter will "split the difference" or an employer may use the same tactics, in reverse.

The new war labor board set up by President Roosevelt to handle outstanding disputes in war industries has not yet formalized its procedure. It appears doubtful that it will find time to take care of disputes involving so few men as do the ordinary broadcast disputes.

By following the industry's long successful progress in labor policy, however, disputes should be held to a minimum. In the event they do arise, it certainly would be advisable for the parties to make every effort to settle them around the conference table.

Thermometers

WLOL, Minneapolis, has found an answer to the ban on weather broadcasts. As a service to listeners the station recently offered outdoor thermometers to listeners at a below-cost price. Each thermometer bears an imprint of the WLOL call letters, along with a line of copy tying in the broadcast ban. The initial supply was snapped up.

SALES CONFAB COMBINATION and dinner at Chicago's Ambassador Hotel was a feature of two-day sales clinic held recently by WBBM, Chicago Jan. 23-25 during which station officials conferred with representatives of CBS Radio Radio Sales in New York and St. Louis on WBBM programming, talent, merchandising aids, and station operation. Seated (l to r): Stuart Dawson, WBBM assistant program manager; Carter Ringlet, CBS Radio Sales, St. Louis; Harry Eldred, WBBM program coordinator; Ernie Sohmo, WBBM local salesman; Frank McDonnell and Howard Meighan, CBS Radio Sales, New York; Jack VanVolkenburg, assistant manager of WBBM; Charles Garland, assistant commercial manager; Stan Levey, WBBM local salesman; Bevo Middleton, CBS Radio Sales, New York. Standing: Walter Preston, WBBM program manager; King Park, promotion manager; and George Grant, local salesman. Climax of the two-day meeting was a pre-arranged show with the entire talent of WBBM participating.

KFAR, KDB DEALS APPROVED BY FCC

CONSENT to transfer control of KFQD, Anchorage, Alaska, and permission for a routine transfer of KDB, Santa Barbara, Cal., were granted last Tuesday by the FCC.

The KFQD authorization allows R. E. McDonald and his wife, Barbara, holders of 334 shares of stock representing a two-third interest in the station, to sell to William J. Wagner, manager of KFQD as well as one-third owner. Deal, involving a consideration of $10,000, gives Mr. Wagner the entire 500 shares. Earlier last year the McDonalds had sought to sell to Capt. A. E. Lathrop, leading Alaska industrialist and founder of KFAR, Fairbanks, but the deal did not materialize. KFQD operates with 250 watts on 790 kc.

The KDB grant permits the transfer of control of Santa Barbara Broadcasters Ltd., Station KDB, from Thomas S. Lee and R. D. Merrill, executors of the estate of Don Lee, deceased, to the Don Lee Broadcasting Co. Transferee is controlled by the Don Lee Holding Co., of which Thomas S. Lee is president. 1,000 shares representing 100% of the common stock issued is sold for $125,000 under the deal.

Flagg - Quirt Programs To Brown & Williamson

FOLLOWING the trouble Brown & Williamson Tobacco Co. Louisville, experienced last December in trying to change the format of its NBC-Red program *Wings of Destiny* for fear of disclosing information on American airports to the enemy [BROADCASTING, Dec. 29], the company has decided to replace the program Feb. 13 with *Capt. Flagg & Sergt. Quirt*, program currently heard sustaining on the Blue Network, Sundays, 7:30-8 p.m. After that date, the program will be heard Fridays at 10 p.m. on 83 NBC stations.

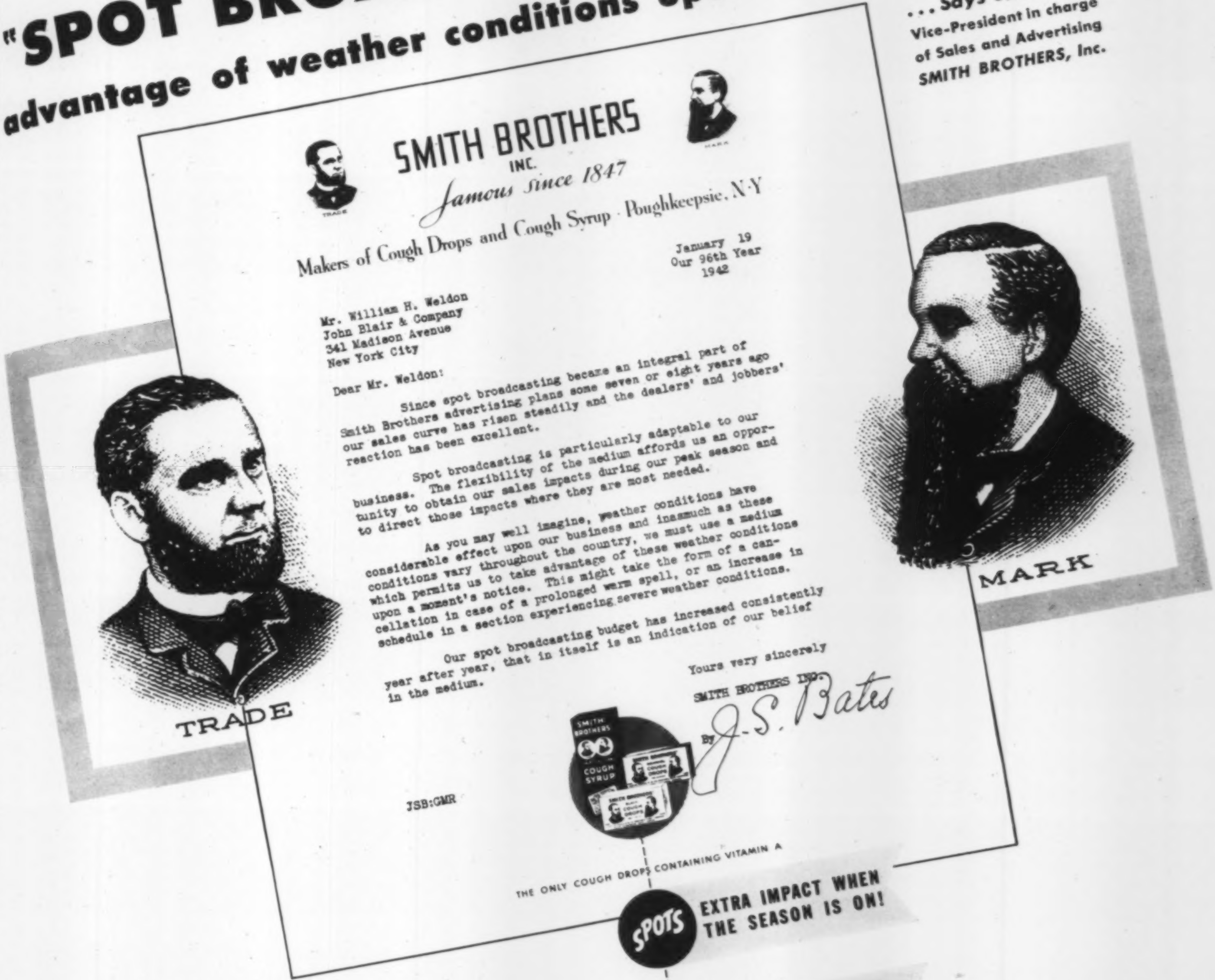
The new series for Wings King Size cigarettes was sponsored on the Blue through Feb. 1 by Mennen Co., New York, but was canceled because of priority restrictions on alcohol and tin, which affected Mennen products advertised on the show. Agency for Brown & Williamson is Russel M. Seeds Co., Chicago.

Wax Firm to Stay

DENIAL that S. C. Johnson & Son, Racine, Wis., will discontinue its weekly half-hour NBC *Fibber McGee & Molly Show* because of priorities has been made by John J. Louis, Chicago vice-president in charge of radio for Needham, Louis & Brorby, agency servicing the account. In a wire to Cecil Underwood, Hollywood manager of the agency and program producer, he stated that the firm's container supply is not affected under the present Government tin restrictions and further revealed that an order of approximately 6,000,000 glass containers has been placed in Toledo. Underwood said the agency is looking for a summer replacement for that show.

"SPOT BROADCASTING permits us to take advantage of weather conditions upon a moment's notice!"

. . . Says J. S. Bates
Vice-President in charge
of Sales and Advertising
SMITH BROTHERS, Inc.



SMITH BROTHERS
INC.
Famous Since 1847
Makers of Cough Drops and Cough Syrup · Poughkeepsie, N·Y

January 19
Our 96th Year
1942

Mr. William H. Weldon
John Blair & Company
341 Madison Avenue
New York City

Dear Mr. Weldon:

Since spot broadcasting became an integral part of Smith Brothers advertising plans some seven or eight years ago our sales curve has risen steadily and the dealers' and jobbers' reaction has been excellent.

Spot broadcasting is particularly adaptable to our business. The flexibility of the medium affords us an opportunity to obtain our sales impacts during our peak season and to direct those impacts where they are most needed.

As you may well imagine, weather conditions have considerable effect upon our business and inasmuch as these conditions vary throughout the country, we must use a medium which permits us to take advantage of these weather conditions upon a moment's notice. This might take the form of a cancellation in case of a prolonged warm spell, or an increase in schedule in a section experiencing severe weather conditions.

Our spot broadcasting budget has increased consistently year after year, that in itself is an indication of our belief in the medium.

Yours very sincerely
SMITH BROTHERS INC.
By J. S. Bates

JSB:GMR

THE ONLY COUGH DROPS CONTAINING VITAMIN A

SPOTS EXTRA IMPACT WHEN THE SEASON IS ON!

SPOTS QUICK ACTION WHERE THE WEATHER IS RIGHT!

100 years ago the famous Smith Brothers knew how greatly weather affects cough syrup sales . . . yet how short the season often is and how fast cough weather jumps from market to market. It's just as true today. That's why Smith Brothers, Inc. depends so heavily on fast-moving, flexible Spot Radio . . . to hit cold markets quick and hard anywhere . . . to avoid wasted effort in markets turned suddenly warm. The results are proved by increased Spot Radio budgets year after year!

• Should you know more about fast, flexible Spot Broadcasting . . . more about what it will do for your own advertising? Ask a John Blair man!

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

XUM

Four Nets Merge For War Program

'This War' Contributed to Government; Begins Feb. 14

DRAMATIZING and interpreting the wartime activities and resources of the United States, the first four-network program series in history is scheduled to start Feb. 14 for 13 weeks. Arranged through collaboration with the Office of Facts & Figures, the new series has been titled *This Is War!* and will be heard Saturdays, 7-7:30 p.m. (EWT), on NBC, CBS, MBS and the Blue Network, with 12:45-1:15 a.m. West Coast repeat.

The White House announced Jan. 31 that the U. S. Government had "gratefully accepted" the networks' plan to produce and broadcast the programs at no cost to the Government. Described as one of the broadcasting industry's major contributions to the war effort, the programs are to be carried on some 500 stations and will be shortwaved to listeners all over the world [BROADCASTING, Dec. 29].

Serving the Nation

"This is welcome evidence of the desire of one of this nation's great industries, working in complete cooperation with the Government, to render useful and constructive service," the White House announcement said.

"While maintaining the competitive system of American broadcasting in all other respects, including their individual efforts to serve the country in time of war, the networks have mobilized and combined their resources and talents for this particular program series."

Responsibility and operating expenses are being borne by the four networks. A writing and production staff has been working closely with OFF, the War and Navy Departments and other Federal agencies.

The series is under supervision of a production unit headed by H. L. McClinton, N. W. Ayer & Son vice-president on leave. Direction is being handled by Norman Corwin, who recently won plaudits for his direction of the multi-network program celebrating the 150th anniversary of the Bill of Rights.

Also on the staff is John Driscoll, on loan from BBDO, as assistant director; Allan Meltzer, of the CBS publicity staff; Robert P. Heller, head of the research staff for the series. A group of about 10 well-known radio writers and authors will participate.

Plans are being perfected with the Coordinator of Inter-American Affairs and the Coordinator of Information to shortwave the programs all over the world in many languages. In a number of English-speaking countries, the programs also will be carried by their domestic stations through shortwave telephone circuits, the White House indicated.

With radio, stage and screen personalities contributing their services in dramatic episodes, the initial broadcast of *This Is War!* will be a general introductory program to lay the foundation for the rest of the series. Individual program titles, in order, are "America at War", "The White House and the War", "Your Army", "Your Navy", "America in the Air", "The War of Economy", "No Danger: Men at Work", "Exit Inflation", "The Curbstone Colonel", "A Day in the Life of a Defense Bond", "On Our Side", "United We Stand", and "After Victory".

HANDLING BIG SHOW

Mr. Corwin

Mr. McClinton

MIRROPHONE GIVES QUICK PLAYBACK

Magnetic Tape Recording Method, Tried Out by WHO, Proves a Boon to Announcer

MIRROPHONE, new device for quick recordings, is given the once-over by Col. B. J. Palmer (left), president of Central Broadcasting Co., while Bobby Griffin, announcer of WHO, Des Moines, explains mechanics to the Colonel and Harold Fair, WHO program director.

DESIGNED for quick playback of recordings, the Mirrophone, designed by Bell Laboratories and built by Western Electric Co., has received practice try-outs in the studios of WHO, Des Moines. Mirrophone consists of a microphone which plugs into a cabinet that houses a magnetic tape recording and playback device, an amplifier, speaker and associated controls.

In practice, controls are set for recording and words or music are input for maximum of one minute. Controls are then switched to playback and the one-minute recording may be replayed many times, it is claimed. When a new recording is desired, the controls are reset on recording and a de-magnetizing device cleans the tape of the previous recording, just ahead of the new recording.

In actual work at WHO, it was said, each announcer, as he comes on duty, goes through all his commercial copy and records it on the Mirrophone, playing it back before going on the air. The Mirrophone microphone is then set beside the broadcasting microphone in broadcasts. It was claimed that the Mirrophone enables announcers greatly to improve their work since it gives them an opportunity to listen to and criticize their own work.

Tale of a Pint

BEST FACTUAL proof to show that no pain nor ill effects are connected with giving blood for our armed forces will be set forth Feb. 14 when Dave Driscoil, director of news and special features of WOR, New York, broadcasts a description on WOR of the routine of preparation and the actual process as he gives a pint of blood at the American Red Cross Blood Donor Station in New York.

New Watch Campagn

LONGINES-WITTNAUER Watch Co, New York, in March plans to resume its usual spring campaign of half-hour symphonic music transcriptions in over 150 markets. No further details are available at present. Agency is Arthur Rosenberg Co., New York.

DRAMATIZATION of *You Can't Do Business With Hitler*, best seller of Douglas Miller, transcribed series of the Office For Emergency Management, is now being presented by more than 630 stations. Second group of four programs will be ready for distribution in the early part of February.

AIR CORPS ENDING RADIO CADET DRIVE

A PRECEDENT-shattering radio development of last week was the voluntary turning back of time by a Government agency because it had "fulfilled its mission".

Three weeks ago Secretary of War Stimson announced the need for pilots to man the 65,000 war planes to be produced this year and the 125,000 output of next year. The radio branch of the War Department's Bureau of Public Relations immediately devised a recruiting campaign, emphasizing that restrictions heretofore invoked for air cadets had been reduced and that examination of candidates could be completed in one day instead of several weeks.

On Jan. 22-23, news commentators pitched in on the drive. Thereafter, through the Bureau's agency contacts, the recruiting plea was included in commercials on numerous network programs, as well as by spot announcements on individual stations.

Last Wednesday recruiting offices and the Air Corps reported they were so swamped with applications that it was all they could do to handle them. No other medium was used.

Ed Kirby, chief of the radio branch, and his agency contacts, Robert C. Coleson and Lou Cowan (of *Quiz Kids* fame), and John Cullom, promptly notified all broadcast connections that since the mission had been completed, time devoted to the campaign could be used for other purposes for which a greater need existed. Gratification over the result was expressed not only by the Air Corps and the radio branch, but by program sponsors and stations who contributed the time.

WCSC Deal Opposed

ANNOUNCEMENT of its intention to deny proposed transfer of WCSC, Charleston, S. C., from the Liberty Life Insurance Co., to John M. Rivers, its president and general manager, was disclosed last Thursday by the FCC. The Commission said in its proposed findings, subject to confirmation, that under the arrangement Liberty Life would retain "substantial financial control of the licensee corporation" while Mr. Rivers "assumes no personal financial obligation". With control so divided, it said, only a partial transfer would be effected and neither the transferor nor transferee "would have the control over the license requisite for the operation of station WCSC in the public interest".

Irene Kuhn to Mexico

IN CONJUNCTION with a new series of NBC public service programs, suggested by Vice-President Henry A. Wallace, Irene Kuhn of NBC's general promotion department, last week flew to Mexico City to start a tour of the country to gather material for lectures before women's club groups in America. Upon her return she will meet with the women's organizations to organize weekly Latin American Saturdays, when NBC plans to present *Down Mexico Way*, a series "to make this country more Latin American conscious.

War-time Advertising Demands Executive Decision

You can contact the many responsible executives through promotion in Printers' Ink

WAR IS CHANGING many advertising policies. A company facing limited production debates the question of continuing or curtailing advertising. The president of the firm may want to maintain present schedules, changing only the message. His vice-president-in-charge-of-sales votes for continuing only in certain markets, on certain stations. The advertising manager and agency account executive may advise a trade promotion on product maintenance to keep dealers active.

And, when all the opinions, ideas and facts are chipped into the hopper, out will come *one* decision. It will say: "Your station is on the list," or "Sorry, next time, maybe."

Contacting the many executives who influence advertising decisions is as important to the sale of time as your coverage of all members of the consumer-family is to the sale of a sponsor's merchandise. Advertisers buy like families buy. Their decisions call for a merging of opinions.

If you are to hold your present business and attract new accounts, your story must be told quickly, inexpensively and with force to the executives who are now making time-buying decisions. You can do this in PRINTERS' INK, *the* magazine offering *truly balanced representation* among advertising, management, sales and agency executives who are charged with advertising responsibilities.

Your story will ride in on the acceptance of PRINTERS' INK, because it is the one magazine welcomed in all industries for its help in moving products and services to consumers in the mass.

Start a campaign in PRINTERS' INK now to strengthen your grasp on to-day's active accounts and to lay the groundwork for to-morrow's business.

Free Report for Media Men with Sales Responsibilities

"Who determines selection of media"

154 advertisers tell who and how many executives sit in on buying decisions — how buying is shared by agency and advertiser.

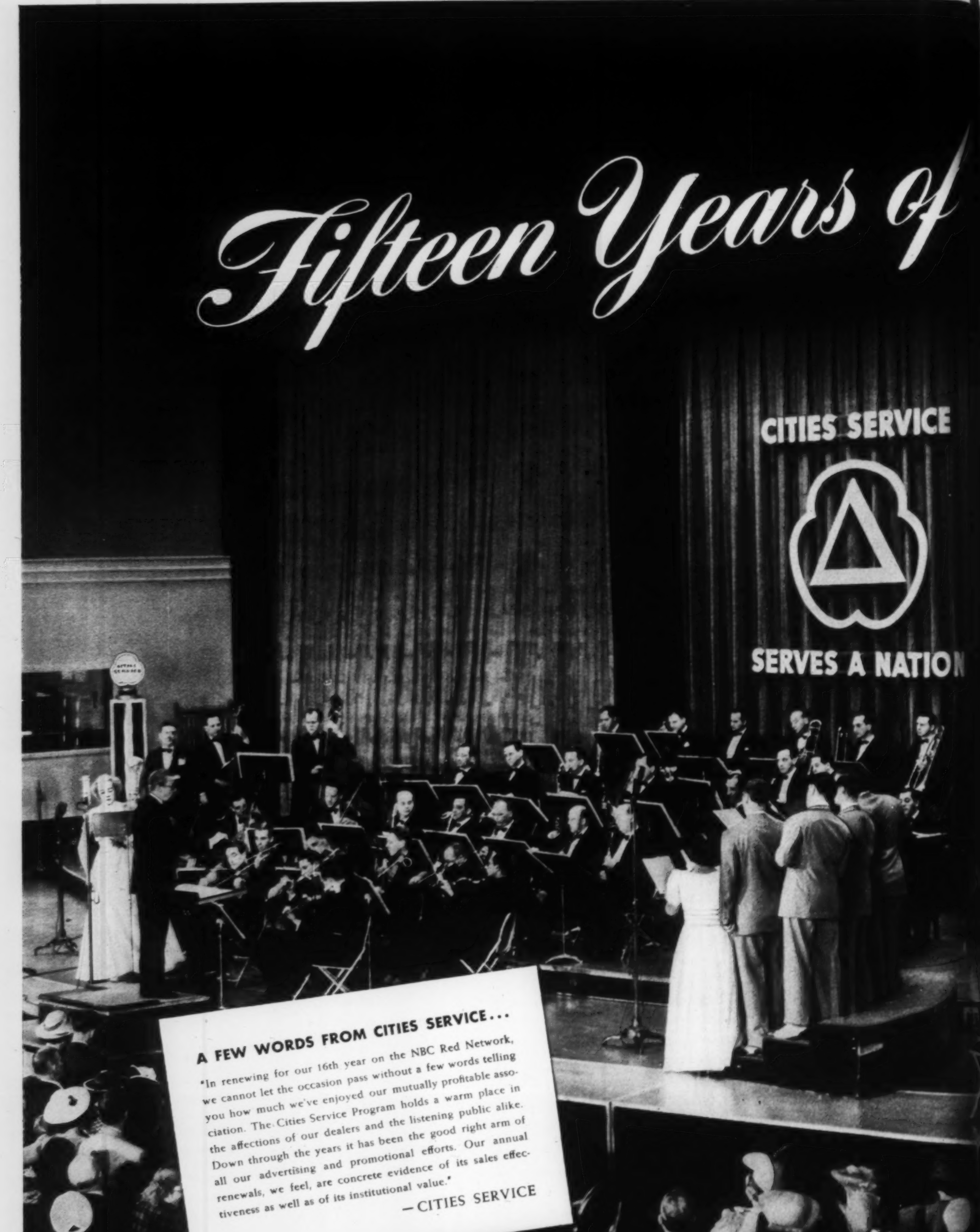
You may have thought of making this broad field report yourself. Contains useful facts for checking your own sales and sales promotion activities. Are your contacts adequate? Here's convincing information for aggressive media executives to use in plans coming up for their management's approval. Write now for P. I. Jury of Marketing Opinion Report No. 6B. Address Adv. Dept., PRINTERS' INK.

KEEP YOUR EYE ON P.I.
NEW SIZE
NEW DESIGN
8½
11½

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.

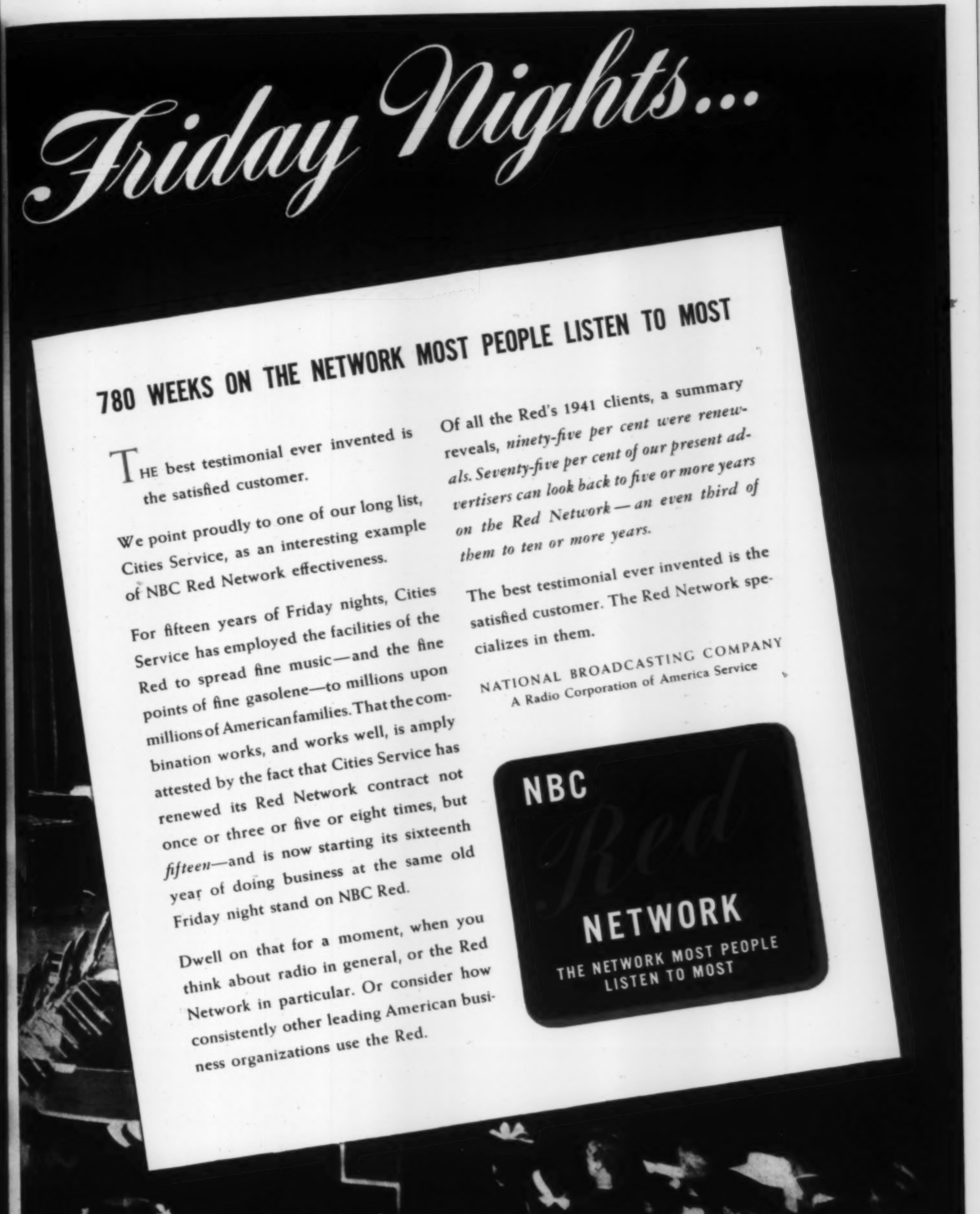
Fifteen Years of



A FEW WORDS FROM CITIES SERVICE...

"In renewing for our 16th year on the NBC Red Network, we cannot let the occasion pass without a few words telling you how much we've enjoyed our mutually profitable association. The Cities Service Program holds a warm place in the affections of our dealers and the listening public alike. Down through the years it has been the good right arm of all our advertising and promotional efforts. Our annual renewals, we feel, are concrete evidence of its sales effectiveness as well as of its institutional value."

—CITIES SERVICE



780 WEEKS ON THE NETWORK MOST PEOPLE LISTEN TO MOST

THE best testimonial ever invented is the satisfied customer.

We point proudly to one of our long list, Cities Service, as an interesting example of NBC Red Network effectiveness.

For fifteen years of Friday nights, Cities Service has employed the facilities of the Red to spread fine music—and the fine points of fine gasolene—to millions upon millions of American families. That the combination works, and works well, is amply attested by the fact that Cities Service has renewed its Red Network contract not once or three or five or eight times, but *fifteen*—and is now starting its sixteenth year of doing business at the same old Friday night stand on NBC Red.

Dwell on that for a moment, when you think about radio in general, or the Red Network in particular. Or consider how consistently other leading American business organizations use the Red.

Of all the Red's 1941 clients, a summary reveals, *ninety-five per cent were renewals. Seventy-five per cent of our present advertisers can look back to five or more years on the Red Network — an even third of them to ten or more years.*

The best testimonial ever invented is the satisfied customer. The Red Network specializes in them.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NBC
Red
NETWORK
THE NETWORK MOST PEOPLE
LISTEN TO MOST

Priorities and War Advertising Issues Feature Canadian Broadcast Meeting

WARTIME PROBLEMS of Canadian broadcasters will be discussed at the eighth annual convention of the Canadian Assn. of Broadcasters at the Windsor Hotel, Montreal, Feb. 9-11. With priorities and shortages developing in equipment, and an increasing amount of wartime programs on the air, the CAB has asked government wartime officials to address sessions of the convention.

A large delegation will attend from the American networks and the NAB. Among those who have accepted the CAB's invitation are William S. Hedges, NBC; C. Lloyd Egner, NBC; Fred Weber, MBS; S. B. Hickox, NBC; Ed Klauber, CBS; Paul White, CBS; Neville Miller, NAB; W. B. Parsons, NBC; L. C. Smeby, NAB; Keith Kiggins, Blue; William L. Shirer, CBS.

Open Meeting

Opening meeting of the convention at 10 a.m. Monday, Feb. 9, with Harry Sedgwick, CFRB, Toronto, and CAB chairman of the board presiding, will include a report from President Glen Bannerman on his first year as CAB paid president and general manager, and a report by CAB counsel, Jos. Sedgwick, K. C. (King's Counsel). This will be followed by an address by a Montreal director of the Assn. of Canadian Advertisers. Herbert Lash, director of public information in the Department of National War Services, will discuss "Information and the Broadcasters", to be followed by J. W. G. Clark, director of public relations for the Army and Air Force in the Department of National Defense. Neville Miller, NAB president, is the luncheon speaker.

The afternoon session of the first day will discuss standardization of rate structures, the setting up of an organization to measure listening habits on an audit bureau basis and the work of the National War Finance Radio Committee in aiding the government in the raising of war revenue.

The Second Day

The second day starts with a breakfast session for engineers presided over by George Chandler, of CJOR, Vancouver, CAB director and chairman of its technical committee. Guest speaker is Lynne C. Smeby, NAB director of engineering. A round table discussion of wartime and engineering problems will follow.

The Tuesday afternoon session, open to members only, will deal with bulk buying practices; policy to be set up for free time for commercially sponsored programs; agency franchise revision and the setting up of a new committee to replace the current Fact Finding Committee; establishment of a school where announcers can be trained; a report on the Churchill Fund established at the last convention to raise money through the stations to help Britain's war victims. At the dinner broadcasters will be welcomed by Mayor Renault of Montreal, and Mr. Shirer will be guest speaker.

Joint Meetings

A closed session with members of the Canadian Assn. of Advertising Agencies will start the business day Feb. 11. Discussed will be a report of the joint sessions of the CAB and CAAA committees on franchise requirements, simplification and standardization of rate structures, use of standard contract forms, commission arrangements, and payment of invoices and other problems. CAB members then will discuss these problems during a closed session. The morning session will also take up developments brought about by the prices and wage ceiling regulations, and nominate and elect officers.

The afternoon meeting will be divided into two parts, one for stations affiliated with the Canadian Broadcasting Corp. network, and the other for those stations not affiliated with the CBC network. Problems of mutual interest will be discussed and CBC executives are to be present. A meeting of the new board of directors is to be held on Thursday morning to line up work for the year.

Canada Tax Ruling

A SPECIAL ruling has recently been made by the Canadian Government to stimulate and encourage the contribution by corporations of paid advertising to aid Government war finance drives. It was recognized by Frazer Elliott, commissioner of income tax, reports the *Toronto Financial Post*, that "contributed advertising of this sort would be recognized as an expense to the extent of 10% beyond the average advertising of the taxpayer during the period 1936-39 inclusive." Such advertising must be at least 80% contributed, that is at least 80% of the time and space given over to supporting some phase of Canada's war effort.

Ken Soble's Amateurs

THE program *Ken Soble's Amateurs*, after an absence of several months from Canadian stations, resumed Sunday, Feb. 8, from Hamilton, Ont. Formerly broadcast from either Toronto of Montreal, the Canadian adaptation of Maj. Bowes' program will tour military training camps and the larger cities of Ontario and Quebec. There will be no commercial tieup during February while the program is being broadcast from military training camps. On March 8 Royal Canadian Tobacco Co., Toronto, will sponsor the program again for a new product on CHML, Hamilton, Ont.; CFRB, Toronto; CKCO, Ottawa; CFRC, Kingston, Ont.; CFCF and CKAC, Montreal, with all commercials and continuity in French over CKAC. As in the past Ken Soble, manager of CHML, will be m.c. Account was placed by Metropolitan Broadcasting Service, Toronto.

Buyers of Time

G. ALEC PHARE

COMMERCIALS FOR Canada's war financing campaigns have become the No. 1 job for G. Alec Phare, timebuyer at R. C. Smith & Son, Toronto. Appointed vice-chairman of the National War Finance Radio Committee when it was formed early in 1940, Alec Phare is in complete charge of all radio copy used in the government's war financing drives.

He works closely with leading copywriters in the 23 Canadian agencies who have formed the Advertising Agencies of Canada War Finance Advertising Group, and the production committee of the National War Finance Radio Committee composed of representatives of agencies, independent broadcasters and the Canadian Broadcasting Corp.

When not engaged on war financing work, Alec attends to the radio needs of his agency's clients, including Radio College of Canada, Toronto; Hewitson Shoes, Brampton, Ont., and Gilson Mfg. Co., Guelph, Ont.

Alec Phare has been in radio a long time. Born in London, England, of French Huguenot descent, he came to Canada in 1911 and before the First World War started had a spark transmitter on the air in Toronto. Joining Lever Bros. Toronto office, he was sent to Winnipeg, where in 1926 he made his first microphone appearance over CJRC. He returned to Toronto to join Rapid Grip Ltd.

Radio called again and he formed the eastern Canadian office at Toronto for Dawson Richardson Broadcasting Facilities, then operating a number of stations in western Canada. In 1930 he became radio director at R. C. Smith & Son.

When Alec placed some of the first 33 rpm transcriptions in Toronto for one of his clients, he had to persuade the station that the equipment investment would be worthwhile. He handled some of the early radio programs placed in the Dominion for Lever Bros., Borden Co., and Kellogg's.

He also has his own program, *Queer Quirks*, which has been used as a sustainer and commercially sponsored for the past 11 years, and is currently a sponsored feature on Toronto stations. *Queer Quirks* has been a hobby of Phare's since boyhood, when he started collecting the amazing amount of data on the how and why of customs, habits and reasons for many everyday actions.

He is father of two grown daughters. When he finds time he likes to go fishing and putter with roses.

FCC Considering Simplified Forms

Heeds Stations' Complaints By Revising Questions

STEPS toward simplification of FCC forms and questionnaires, notably those having to do with license renewals, are being undertaken by the FCC as a result of industry complaint and upon orders from FCC Chairman James Lawrence Fly.

Most recent complaint developed as a result of the revised FCC Form No. 303, covering license renewal applications, which requires more detail than any of its predecessors. Moreover, broadcasters have called attention to inconsistencies in this form, with some of the questions so ambiguous that precise response is regarded as impossible.

Chairman Fly, it was learned, has instructed the FCC rules committee, made up of division heads, at once to undertake simplification of the form.

Years of Complaints

The rules committee, presided over by General Counsel Telford Taylor, is expected this week to submit the revised form to the Commission for approval. Relief for licensees of the burden of ferreting out greatly detailed information without sacrificing data essential to the Commission's work is sought by the move.

Virtually since the FCC four years ago began the questionnaire method of listing station information on every phase of operation, there has been persistent complaint about the tremendous detail required. Many stations are understood to have found it necessary, during certain times of the year, to put on additional help to compile the data.

WNOE Seeks 50 kw.

AN INCREASE from 250 to 50,000 watts is sought in an application filed with the FCC last week by WNOE, New Orleans, which also seeks authority to shift from 1450 kc. to 1060 kc., the clear channel of KYW, Philadelphia. WNOE was acquired as WBNO in the spring of 1939 from the Coliseum Place Baptist Church by James A. Noe, oil operator and former lieutenant-governor of Louisiana. The application proposes a directional antenna and the removal of the transmitter from New Orleans to approximately two miles northeast of Ama, La.

Here is Indianapolis' *ONLY* full-time radio Farm Editor

HENRY WOOD
WFBM Farm Editor
since 1930

Henry Wood is more important NOW than ever before . . . because *the farmer is in the money these days* and because Henry Wood can reach more Hoosier farm homes in the great Indiana agricultural market.

Henry Wood, conductor of WFBM's "Hoosier Farm Circle", has the most familiar voice entering Hoosier farm homes and, probably, is known personally by more Indiana farm folks than any individual on the air today.

WFBM'S "HOOSIER FARM CIRCLE" 12:30 P. M. Monday thru Saturday

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

In the rich, productive Baltimore area WCAO consistently reaches and influences the cream of your sales potentials.

NAB Planning for Regional Meetings To Elect Directors, Study War Effort

PURSUANT to NAB by-laws requiring election of district directors in advance of each year's annual convention, NAB has scheduled meetings in 8 of the 17 districts, to be held between Feb. 18 and March 10. Representatives of the Office of Censorship, Office of Facts & Figures, Army, Navy and Marine Corps have been invited to attend the sessions for discussion of broadcasting activities in the war effort.

C. E. Arney Jr., assistant to NAB President Neville Miller and acting secretary-treasurer, will attend all of the sessions, along with other staff members. Spokesmen for BMI, SESAC and ASCAP also are expected to attend.

Schedule of Meetings

Following are the meetings scheduled, with incumbent directors whose terms expire at the NAB convention in Cleveland May 11-14.

District 6, Feb. 18 (Ark., La., Miss., Tenn.), Edwin W. Craig, WSM, Nashville, director; Hotel Roosevelt, New Orleans.

District 16, Feb. 23 (Ariz., New Mexico, and Southern Cal.), Harrison Holliway, KFI-KECA, Los Angeles, director; Biltmore Hotel, Los Angeles.

District 14, Feb. 25 (Col., Idaho, Utah, Wyo., Mont.), Eugene P. O'Fallon, KFEL, Denver, director; Hotel Albany, Denver.

District 12, Feb. 27 (Kansas, Okla.), Herb Hollister, KANS, Wichita, director; Hotel Lassen, Wichita.

District 10, March 2 (Iowa, Mo., Neb.), John J. Gillin Jr., WOW, Omaha, director; Hotel Paxton, Omaha.

District 8, March 4 (Ind., Mich.), John E. Fetzer, WKZO, Kalamazoo, director; Park Club, Kalamazoo.

District 2, March 6, date tentative (New York-New Jersey), Clarence Wheeler, WHEC, Rochester, director; place to be selected.

District 4, before March 11, date tentative (D. C., Md., Va., N. C., S. C., W. Va.), John Kennedy, WCHS, Charleston, director; membership being polled on time and place.

FM FEEDS GASPIPES

College Stations Picking Up Hartford Programs

GASPIPE networks of Yale, Wesleyan and Connecticut universities have been granted permission to rebroadcast programs of W65H, Hartford, by Franklin M. Doolittle, general manager of the FM station.

The three Connecticut universities have a combined listening audience of about 7,500 students and faculty. The Connecticut U station is UCBS, known as the Husky network; the Wesleyan unit is WES, Cardinal network; and the Yale System is WOCD, Yale Broadcasting System.

"It is a step in the right direction," said President Albert N. Jorgensen of Connecticut U, "and will give the student body of our institution and the other Connecticut universities an opportunity to keep up to date on the newest radio development — FM. Besides, it gives the students an opportunity to hear programs which are among the best anywhere, and which they could not hear otherwise."

Book Disc Series

CONSOLIDATED Book Publishers, Chicago, to promote a new cook book it is publishing has worked out a syndicated half-hour series, now in preparation by World Broadcasting System, titled *The Meal of Your Life*. To be offered for local sponsorship when complete, the show will feature David Ross as announcer, and guest hosts interviewing prominent personalities at imaginary dinners at the Waldorf-Astoria, New York, as they describe their most memorable meal. Kermit-Ramond Corp., New York, is agency.

New UP Clients

MARKING the greatest expansion of new clients subscribing to United Press service in one month, 81 stations have become UP clients since Jan. 1, 1942, according to A. F. Harrison, UP radio sales manager, who attributes the growth to increased listener interest in the news since America entered the war, and a mounting importance to broadcasters of thorough news coverage. Of the total new business, 35 stations have been added in Latin America, 12 in Canada, and the following 34 in this country:

KFFA KTHS KHSL KFRE KFSG
KFWB KVCV KID KTFI WKRO WSON
WHOP WPAD WHDH WFOR KFVS
KGKY WTTM WMFF WGBG WGTM
WHIT WIZE KCRC KWRC KQV WMBS
WJPA KSUB WCAX WWSR WPID KEVR.

DEFENSE POOL instituted recently by staff of WORL, Boston, and its *920 Club* requires each staff member to buy a 25-cent defense stamp each week. Names are written on slips of paper which are put into a hat from which is drawn the name of the winner who gets all the stamps. Here smiling girl members of the staff are shown at the first pool drawing (l to r): Mildred Ham, Helen Perry, Gertrude Richmond, Estelle Broderick.

West and Corwin Given Ad Awards

Young & Rubicam Honored at Annual Event in New York

NORMAN CORWIN, radio writer and producer, and four advertising agencies received bronze medal awards for their achievements in radio at the Annual Advertising Awards Dinner held last Thursday at the Waldorf-Astoria, New York. The gold medal award for distinguished services to advertising was presented to Paul West, president of the Assn. of National Advertisers, and 13 other bronze medals were also awarded to advertisers and agencies for superior performances in other media.

Mr. West

Mr. Corwin, noted for his pioneer efforts in the field of serious radio drama, particularly on the *Columbia Workshop* series, received the award given to "an advertiser, agency, broadcast facility or individual, who by contemporary service has added to the knowledge or technique of radio advertising."

Other Awards

The medal for "outstanding skill in commercial program production" went to Young & Rubicam for *The Aldrich Family*, sponsored by General Foods Corp. Newell-Emmett Co. and Ruthrauff & Ryan each received a medal for "excellence of commercial announcements", the former for the Pepsi-Cola jingles, the latter for the Pall Mall cigarette "modern design" announcements. The medal for "a commercially sponsored program which contributes most to the advancement of radio advertising as a social force" was awarded by Buchanan & Co. for the Metropolitan Opera broadcasts, sponsored by the Texas Co.

In other classifications, CBS received an honorable mention for its "CBS Listening Areas" as one of the year's research developments used for the promotion of an advertising medium which has contributed to the knowledge of advertising, and WOR, New York, received an honorable mention for "technical excellence of visual presentation (layout, art, typography)."

Speakers at the dinner included: Thomas E. Dewey, Gordon E. Cole, Sir Gerald Campbell, William L. Batt, Chester La Roche. Mark O'Dea, of O'Dea, Sheldon & Canaday, and chairman of the administrative board governing the awards, presided.

BASED on the weekly half-hour Blue Network program, *Gang Busters*, Universal Pictures Co., Hollywood, is filming a two-reel new serial.

NEW BRANCH SETUP STARTED BY ASCAP

ASCAP has revised its branch office organization, eliminating the former lawyer-representatives and substituting 20 branch offices directly managed by the home office under the supervision of John G. Paine, general manager, the Society announced last week. New setup includes four district offices, each with its branch offices, as follows:

1. Western District: R. J. Powers, supervisor and also manager of the Hollywood branch; Harry O. Bergkamp, Denver branch manager; Herman Kenin, Portland branch manager, and Harry A. Leninson, San Francisco branch manager.
2. Midwestern District: R. W. Rome, supervisor and manager of the Chicago office; Dwain M. Ewing, Minneapolis manager; Grosner and Burak, Detroit; Frank H. Hemby, St. Louis; Edward A. Sherwood, Cleveland, and John C. Wooden, Des Moines.
3. Southern District: I. T. Cohen, supervisor and manager at Atlanta; Philip O. Alexander, Dallas; Stanley Shepard, New Orleans; Samuel Feldman, Cincinnati.
4. Eastern District: F. C. Erdman, supervisor and New York manager; Samuel Berkett, Boston; H. A. Brown, Philadelphia; William J. O'Brien, Pittsburgh; Arthur Rothkranz, Baltimore; Lawrence B. Schlums, Rochester.

NAPA Drops Suit

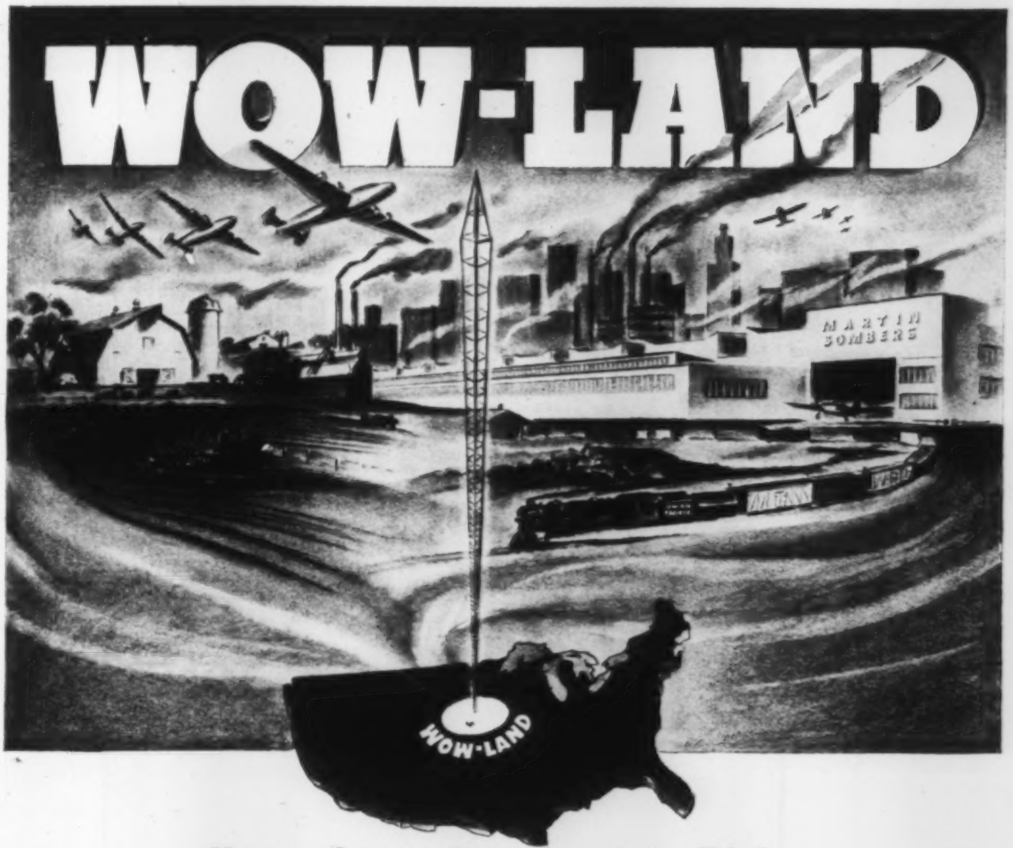
ANNOUNCEMENT was made last week by Philip Werner Amram, counsel for WPEN, Philadelphia, that the suit against the station by the National Assn. of Performing Artists, seeking to restrain the station and sponsors from using phonograph records made by its membership, has been dropped. NAPA asked WPEN's agreement to permit the case to be voluntarily discontinued without costs. The station agreed to permit such a discontinuance, provided WPEN was making no commitments or agreements to its future conduct. Maurice J. Speiser, NAPA general counsel, explained that the suit was based largely on records made by the late Hal Kemp and since Kemp's testimony was to have been an essential part of the proof, there is no particular point in continuing this suit.

New Studios for WTSP

NEW STUDIOS in the Hillsborough Hotel, Tampa, were inaugurated Feb. 2 by WTSP, St. Petersburg. Salutes by various organizations and a musical program featured the dedicatory program. Marvin A. Best was named to manage the new studios. WTSP is an affilate of the *St. Petersburg Times* and MBS.

8-H Revamped

BECAUSE of the success with studio audiences of Radio City's new Copper and Silver studios, NBC has decided to redecorate its largest studio 8-H by erecting a special sound-reflecting stage, sharpening the acoustical qualities, and installing comfortable chairs on the main floor of the hall. Engineers and workmen started Feb. 9 under direction of O. B. Hanson, NBC vice-president and chief engineer.



You Can Dominate This

RICH, WELL-BALANCED MARKET

Using WOW Alone

Four million hard-working Americans, whose 1941 spending money exceeded TWO BILLION DOLLARS, live in WOW-LAND, producing

Food for Freedom and War Materiel

WOW-LAND'S farmers produced record crops in 1941 . . . should produce still more in '42. Farm prices are high. WOW-LAND'S workers are getting record high wages. And thousands more of them soon will be employed in 100 million dollars' worth of new war plants.

WOW-LAND is centrally located. Its people suffer less from war-jangled nerves. On all counts it is the **soundest** spot in the nation in which to **invest** advertising dollars.

276 Rich Counties Hear WOW

There are 276 rich counties in WOW-LAND. The strong signal of WOW is heard in all of them—and WOW's basic Red Network affiliation makes it the most listened-to station in this territory. That's why, in WOW-LAND, you can do the job with WOW alone.

WOW-LAND
EFFECTIVELY COVERED BY
WOW

WOW-LAND includes the western third of Iowa; two-thirds of Nebraska and big income sections of Kansas and South Dakota.

Write for this Book of MARKET FACTS AND FIGURES

RADIO STATION
WOW
OMAHA
NBC RED NETWORK
590 KC. ★ 5000 WATTS
Owned and Operated By
Woodmen of the World Life Insurance Society
JOHN J. GILLIN, JR., GEN'L MGR.
JOHN BLAIR CO., REPRESENTATIVES

WHEN YOU SEE *this*..

NO SUH! AH NEVER TETCHES IT!!

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY

WTAM, with its 50,000 Watt Coverage of over a million and a quarter families, not only reaches *more* families but costs *less* per family.

Here's how to figure it: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. Then Compare Costs. But don't stop there. Look at the Surveys. *All* the surveys. Compare the number of *listeners* each station has . . morning, afternoon and evening.

More listeners. That's why W T A M is *first choice* in Cleveland with all smart time buyers . . coast to coast.

WTAM
CLEVELAND-OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY NBC BY SPOT SALES OFFICES

Merchandising & Promotion

Swap With Paper—Atlas With Sets—Net Clip Sheet—In Hotel Rooms—Special to Shoppers

RADIO - NEWSPAPER co-operative deal has been arranged between WMCA, New York, and the *New York Post*, whereby the newspaper will sponsor a food program on WMCA, Saturdays 9:15-9:45 p.m., and WMCA will take advertising space in the *Post* equal to the cost of the radio series. Starting date of the radio series is expected within two weeks, while WMCA has already begun a weekly ad plugging its features.

* * *

Crosley Atlas

WITH radio broadcasts coming from places all over the world and with newscasters employing geographical names strange to the average listener, Crosley Corp., Cincinnati, is distributing 1942 Hammond New Era Atlases with all radio receiving sets sold. Book contains 48 foreign maps along with 160 pages of information.

* * *

Blue Clip Sheet

PUBLICITY department of the Blue Network last week revived the printed clip sheet with mats formerly used by both NBC networks as a daily news feature. The Blue Feature News sheet, however, will be issued weekly as supplementary to the daily mimeographed releases, and, according to the department, is an experiment.

* * *

Cards in Rooms

WCAE, Pittsburgh, has placed in the hotel rooms of the William Penn Hotel over 1,200 place-cards calling attention to the news coverage and commentators on the station. These attractive two-tone brown, 3x6 cards are attached to the radio knobs and suggest to the listener to dial WCAE, "Your Mutual Friend".

* * *

News for Shoppers

CONTAINING a huge visual map, United Press teletype, news bulletin board and direct lines to news rooms, a news post has been established by KMOX, St. Louis, in the display window of Famous Barr in downtown St. Louis to give shoppers the latest news from the war fronts.

* * *

Morning Pull

DISCOVERY that hours usually not regarded as "choice" can draw swarms of listeners was made by researchers of WOR, New York, in analyzing mail response to 31 announcements for "The WOR International News Map", made from Dec. 25-29 on the 6:25-6:30 p.m. Saturday *Program Preview*.

* * *

Service Flags

FREE red, white and blue service flags as gummed stickers are being offered by KLZ, Denver, to listeners with one or more family members in the service. Stickers contain no advertising matters.

LIKE GOVERNORS and other political poobahs, W. R. Griffin, program director of KFYR, Bismarck, N. D., has received a set of "select" auto tags which display the station's 550 frequency.

United Press Coverage In Latin Nations Grows

APPROXIMATELY 95% of all South and Central Americans who own radio sets can hear its dispatches, it was estimated by United Press since addition the first of the year of its service on Radio Belgrano, Argentine network and *Esso Reporter* on stations in Havana, Panama, Managua, San Juan, Bogota, Caracas, Guatemala City, San Jose, Trujillo City and San Salvadore.

The UP report commenting on news presentation in general in Latin America stated: "Within less than a year, Latin American radio had made the jump from irregular, overlong newscasts, largely drawn from newspaper columns or from subsidized foreign news agencies, to a well-ordered carefully developed program of news reports comparable to those with which U. S. listeners are familiar". UP in the past year also increased the flow of news from the Latin American countries to North America to meet a growing demand in this country of news of our "Good Neighbors", the report said. The program recently inaugurated by International Telephone & Telegraph Co. [BROADCASTING, Dec. 22] was given as an example in point.

Army Appoints Reis

APPOINTMENT of Joseph Reis, former director of public services programs of the Crosley stations, WLW, WSAI and WLWO, as college training director of the Cincinnati Ordnance District, War Department, has been announced by Maj. F. L. Leonard, public relations officer. The district embraces Kentucky and Tennessee, southern Ohio and southern Indiana. He will be liaison officer between the Cincinnati office and colleges and universities in the district offering defense training courses. Since the beginning of the war, Mr. Reis has been city and regional news educator for WKRC and before that was with Crosley.

WILLIAM SPIER, director of the CBS script department, has been named to succeed Davidson Taylor as producer of the *Columbia Workshop* programs.

Last of 50-Watters Gives Up the Ghost

Buffalo Outlet, WSVS, Asks To Cancel Its License

LAST of the country's 50 watters, and one of radio's pioneer educational broadcasting stations, gave up the ghost when the Board of Education of the City of Buffalo in a letter to the FCC Jan. 29 requested the cancellation of the license of its non-commercial outlet, WSVS. The petition came on the heels of a grant two days earlier to the Buffalo Board of Education of a non-commercial FM educational station [BROADCASTING, Feb. 2]. The new station will take over the old WSVS studios in Seneca High School.

Too Much Silence

WSVS was established in 1925 and has been operating on 1400 kc., using specified hours with WBNY, Buffalo. In recent years WSVS operators have shown little interest in radio, asking frequently for long periods of silence during school vacations. This year, however, even when the school term began, the station still asked for a silent period. From time to time the FCC has reminded the station that a minimum of 100 watts power was required and had requested WSVS to file an application for increased power, but to no avail. WBNY has been using the specified hours of WSVS each morning from 8:30 to 10 a.m. under special temporary authorizations of the FCC.

The action adds another to the list of non-commercial stations retiring from the standard broadcast band. Last year WCAD, licensed to St. Lawrence U in Canton, N. Y., quit the air voluntarily while KFDY, South Dakota U station at Brookings, decreased its operation to two specified hours daily. In some quarters, this trend has been regarded favorably since it opens up new and better assignment in the standard band for commercial stations. Several of the remaining non-commercial broadcast stations already have new stations in the educational high frequency bands, and have been concentrating their programming efforts there.

New Series in West

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), on Feb. 2 starts for 13 weeks sponsoring a five-minute transcribed musical-dramatic series, titled *Toast to America's Allies*, five times per week on Southern California stations, as well as thrice-weekly on Arizona Network stations. List includes KERN KXO KFXM KGB KDB KHJ KTAR KVOA KYUM KGLU. Programs are built around music and traditions of the Allied countries. Agency is Brisacher, Davis & Staff, Los Angeles.

Renault Adding

L. N. RENAULT SONS & CO., Egg Harbor, N. J. (Renault wines and champagnes), adding to its radio scedule on WOR, New York, has scheduled three 10-minute periods a week on KYW, Philadelphia, using Norman Jay's *Column of the Air*. Other local stations in cities throughout Pennsylvania will be added in the near future date. Gray & Rogers, Philadelphia, is agency.

Music for Army

A VALUABLE music library consisting of more than 5,000 scores of popular melodies and marches has been turned over to military authorities for use of Army, Navy and Marine orchestras in Southern California by Harrison Holliway, general manager of KFI-KECA, Los Angeles. Mr. Holliway urged stations to follow that procedure by gathering together duplicate scores and special arrangements from their libraries.

CORNLIKKER may have been anticipated but 375 pennies tumbled out of the Brown Jug being held in traditional style by Foster Brooks, conductor of the *Sunrise Special*, early morning show on WHAM, Rochester. Pennies were a contribution to the Red Cross.

ENTIRE STAFF of KGNC, Amarillo, Tex., has been finger-printed and photographed for the personnel files of the Federal Bureau of Investigation.

Muzak Raid Warning

MUZAK Corp. has notified the subscribers to its wired radio program service that "for the duration" the service will be extended to 24 hours a day and that it "will bring you official air raid warnings, all clear signals and important news during air raids when radio stations are silent." Many New York apartment houses subscribe to the Muzak service and make it available to all tenants whose radios are connected with the master building aerial system. The Muzak programs are then tuned in at 550 kc., just as if they were coming from a broadcasting station at that frequency.

Drop Program Services

BECAUSE of "threatened depletion of paper stock," both NBC and the Blue Network have discontinued their daily program services to radio editors and in the future will supplement the weekly advance program services with daily mimeographed corrections.

WGN —FIRST ON THE SPOT!

AMERICAN AIRLINES
U.S. MAIL
MOBILE UNIT
WGN
MUTUAL BROADCASTING SYSTEM

Stewardess Florence Barry of American Airlines showing how blackout curtains were hung within the W-G-N Mobile Unit. W-G-N's two way broadcast from the observation plane to the Great Lakes Naval Training Station was a feature of the recent blackout of Lake County, Illinois.

This broadcast is typical of the on-the-spot local news coverage which W-G-N affords Chicago and Middle Western radio listeners.

Whether it is spot news or spot commercial, W-G-N is the First Station in Chicago and the First Chicago Station in the Middle West.

A Clear WGN Channel Station
50,000 WATTS
720 KILOCYCLES
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Purely PROGRAMS

FURTHERING a principle of the Army—to keep the American soldier the best informed fighting man in the world—WCOS, Columbia, S. C., twice-weekly originates a half-hour lecture by officers of Fort Jackson, S. C. The discussions, dealing with modern warfare and tracing trends and troop movements of the present conflict, have been made required listening for the 40,000 officers and enlisted men at Fort Jackson.

* * *

Detroit Pledges

RED CROSS programs over WJBK, Detroit, are presenting nationality participations—12 nationality groups having presented appeals for funds so far. Each national group sponsors a weekly program with pledges being requested over the air for both the Red Cross and the War Relief Fund.

HOW'S THE HAIR TONIC BUSINESS IN BALDROCK (Ky.)?

Take a look at the 1940 Census, and you'll see why Baldrock (Ky.) buys darn little hair tonic or anything else! The bald truth is that the Louisville Trading Area is Kentucky's only *big* concentration of population *and* buying power. With 57.1% of the State's effective buying income, this Area accounts for 17.6% *more* retail sales than the rest of Kentucky *combined!* . . . To cover this region of riches completely costs far less with WAVE than with any other medium! So why not see what a swell job we can do for you?

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Women in War

NEW FEATURE, *Women's Place*, show devoted to informing women of how they can aid in the war effort, has been started by KGW-KEX, Portland. Conducted by Peggy Williams and Vere Kneeland, the 15-minute show's format is divided in three five-minute periods—news of women in defense, in the home and in the news—and the program acts as a clearing house for questions of women wishing to know how they can be of help.

Freedom Broadcasts

AMERICAN Philosophical Society, Philadelphia, on Jan. 31 voted $25,000 for shortwave broadcasts to convey the American concept of freedom to Axis-dominated lands. The society's finance committee on Feb. 3 donated the money to World Wide Broadcasting Foundation, operating WRUL, Boston. Broadcasts, to originate at Independence Hall in Philadelphia, will feature American scientists, telling what American freedom has meant to science, especially to scientists from foreign countries. Society's contribution will bring to $230,000 the amount pledged to the shortwave station for 1942, nearly half the year's budget.

* * *

Americans at War

CBS was to start Feb. 8 a new Sunday evening series, *They Live Forever*. presenting first hand facts concerning the American heroes who have given their lives in the present war, "a crystallization in dramatic form of the thoughts and feelings and actions of 132,000.000 Americans at war." Series will be broadcast 10:30-11 p.m. each Sunday and will be produced by Charles Vanda, CBS western program director, who is in New York on special war broadcasting assignment.

* * *

Arizona Bands

FEATURING outstanding non-professional bands of the State, and carrying defense bond commercials only, a new weekly half-hour program titled *Arizona Band Stand*, has been started on the Arizona Network, originating from KOY, Phoenix. Initial broadcast on Feb. 5 featured the 80-piece North Phoenix High School band, with those from the U of Arizona, Temple College and Phoenix Union High School on the schedule to follow.

* * *

Soldier-Sailor Quiz

WAR CENSORSHIP has caused WHDH, Boston to move its *Depot Dialogues* from the North Station in Boston to the Soldiers' & Sailors' Club. Quiz is sponsored by Estabrook and Eaton Cigars. Heard nightly at 5:45 the program's m.c., Bob Elliott, interviews soldiers and sailors, giving out prizes of money and cigars. Guests on the show have included civic officials, writers, and Army and Navy officers.

* * *

On the Home Front

ACTIVITIES and observations of the wives of service men are related during the program *Navy Wife*, launched on KGO, San Francisco Jan. 30 by Mrs. Richard Walker, wife of a lieutenant in the Navy. She was recently evacuated from Honolulu.

* * *

Hill Patriots

PATRIOTISM of Kentucky hill people is the idea behind *RFD*, weekday quarter-hour program starting on WJJD, Chicago, Feb. 9, featuring Hugh Carson as a country mail carrier, and songs by Bob and Bonnie Atcher.

FIRST AMERICAN DOUGHBOY to set foot on European soil in the present war, Milbourne (Dink) Hencke, is greeted by his mother and father, Mr. & Mrs. Henry Hencke (center), and girl friend, Iola Christensen. Two-way conversation was arranged by WTCN, Minneapolis, and Blue Network.

* * *

Morale Drama

DEDICATED to civilian morale, dramatic series, *Plays for Americans*, written, produced and directed by Arch Oboler, was launched on NBC-Red stations, Sunday, 4:30-5 p.m. (EST), Feb. 1. Featuring Olivia De Havilland and Raymond Edward Johnson, first broadcast, titled Johnny Quinn, U.S.N., emanated from New York. Ensuing shows will originate from NBC Hollywood, featuring film personalities. Series dramatizes freedoms that America is now striving to preserve.

* * *

Wartime Women

WOMEN'S part in the war effort is stressed by KOIN, Portland, Ore., in its nightly broadcast, *Women in Wartime*, by Clare Hays. Miss Hays summarizes current activities of women in defense, gives information on pending meetings and rallies, and in an advisory capacity helps women chose work in the natonal program to which they are best adapted.

* * *

Yesterday's World

IN FACE of the excitement over the world today, KYW, Philadelphia, recently started a weekly series of programs titled *The World of Yesterday*. Originating in the university museum, the broadcasts are based on dramatic experiences of members of Penn's world-famous archaeological expeditions.

* * *

Books for Children

TO ASSIST parents in choosing suitable reading for their youngsters, a weekly quarter-hour program, *Books That Live*, has been started on KECA, Los Angeles, under auspices of the Los Angeles Public Library and Junior League.

* * *

Far in the Future

WITH THE setting laid 100 years hence in the year 2042, a new five-weekly serial has started on Mutual entitled *In the Future With Biff Baker*, telling the adventures of two young boys on various planets other than the Earth.

* * *

Pre-Arranged Interviews

TRIANGLE Restaurants, Chicago, started on Jan. 27 *What's Cookin' With Anson* thrice-weekly half-hour remote of pre-arranged interviews on WCFL, Chicago. Agency is C. Wendell Meunch & Co., Chicago.

NAB RADIO ADVERTISING BOOK

Wide Range of Data and Sales Points Assembled In Continuing Volume by Pellegrin

FIRST instalment of a *Manual of Radio Advertising* [$3.80], designed as a handbook for radio salesmen, has been published by the NAB. Bound loose-leaf, it is designed to accommodate additional chapters now in preparation and others not yet begun.

Frank E. Pellegrin, NAB director, department of broadcast advertising, prepared the volume, aided by material gleaned from many industry sources. One copy was supplied free to each NAB member station. The cost of additional copies includes chapters yet to come.

Opening with a chapter titled "Must Business Advertise", the book takes up "The Extent of Radio Listening"; "The Effectiveness of Radio"; "Dealers Prefer Radio"; "Radio as a Social Force". For convenience the chapters are marked by file index inserts.

Much Data Obtained

For more than a year Mr. Pellegrin has been rounding up data and success material for the volume. According to Neville Miller, NAB president, "it is a frank recognition of the fact that radio in this country is an integral part of the American system of economy; that individual initiative and private enterprise are at the foundation of our business. We believe these studies will contribute to an improvement in the commercial technique of many stations and in bringing about a better understanding on the part of the radio listening audience of the relations of the commercial aspects of our business to our public service responsibilities."

Yet to come, according to Mr. Pellegrin, are chapters on "Comparative Costs of Radio and Other Media"; "Spot Broadcasting"; "Radio in Wartime"; "Radio for Department Stores"; "Radio as a Business"; "Children and Radio"; "Radio and Education"; "Radio Sells High-Priced Goods"; "Radio for Institutional Advertising"; "Saturday Radio"; "Results From Radio"; complete index.

Mr. Pellegrin suggests these uses for the manual:

1. To serve as a desk-book for sales managers and salesmen, for ready reference when that prospect down the street raises an objection, or asks a question. For this reason, our object has been to be "complete," rather than brief. When your prospect wants an answer, he generally wants a detailed answer, so we have tried to give you plenty of evidence on each point covered.

2. To save the sales managers' time. When a salesman asks a question regarding radio's coverage, or its effectiveness, the sales manager can avoid a lengthy explanation by referring the salesman to the manual, where many of his questions will be answered.

3. To assist in the training of new salesmen. Especially on smaller stations, inexperienced newcomers to the sales staff need a broad background on radio. The manual will supply some of this.

4. To prepare radio presentations. From the basic industry data given here, stations can select material for use in their own presentations. Permission is hereby given to any NAB member station to quote at length and at will from this manual, for any purpose, at any time. To this basic data can be added your own particular station story.

5. To prepare station promotion material. Advertisements, sales letters, mailing inserts, posters—anything you find helpful in the manual may be used freely for such purposes.

6. To show to prospects, or current advertisers. Some salesmen will find it effective to carry this manual with them on sales calls. Advertisers, and advertising agencies, cannot obtain copies of the manual from the NAB. These are available only through member stations; if they want a permanent copy they must order it through you. Thus your sales department has one more avenue of approach and one more opportunity to be of service, and in this way we know that the manual will be placed only where it ought to be.

7. To serve as the basis for your own station sales manual. Many stations now equip each salesman with a book or portfolio of sales material. Many others do not, but would like to start. This manual can be used as the starter; to each division you can add (printed, typed or mimeographed-charts or photos) as many pages as you wish of *local* and *personalized* sales material and station data. Thus your salesman in presenting his case can go from the general to the particular.

8. To assist in your public relations work. The basic data here may be useful in preparing talks before advertising clubs, women's clubs, civic and luncheon clubs, etc.

WBBM Speakers Course

IN COOPERATION with the speakers bureau of the Treasury Department, WBBM, Chicago, is training layman volunteer radio speakers who donate their time to promoting the sale of Defense Bonds and Stamps. Training started Feb. 2 in radio technique, public speaking, writing for radio talks and setting up p.a. systems. The school is held at the station two afternoons a week in charge of George Guyon, supervisor of announcers of WBBM, and O. J. Neuwerth, producer of WBBM.

John Baird Continuing Color Television Study

ALTHOUGH the war has long since halted all television broadcasting in England, research in this newest field of communication continues, according to a release just received in New York from London announcing that John L. Baird, British video inventor, has perfected a system of color television.

Like those already experimentally produced in America, the Baird color system depends on a mechanical color-disc at each end of the process, one at the transmitter and the other at the receiver. But whereas the color discs used by NBC and CBS are three-color affairs, those of Baird are of only two colors. The Baird system is also different at the transmitter, utilizing a flying spot system of color projection onto the television object, in place of the American one-step method of inserting the disc between the object and pick-up tube.

IT'S PERFORMANCE THAT COUNTS!

And in Radio—"**Performance**" means "**MAIL PULL**". WMMN has no peer in America among 5000 Watt Regional Radio Stations.

WMMN will soon be ready to boost its night-time power to 5000 watts! This added power means a new era for WMMN advertisers. More power —PLUS—greater performance—EQUALS—More Mail Response! Set your sales sights on the rich agricultural and mining area of the Monogahela Valley, and reap the benefits of WMMN's new night time power!

Tops among the hill tops of West Virginia is WMMN, The Voice of The Monongahela Valley.

Ask A John Blair Man

WMMN
FAIRMONT W. VA.

"THE VOICE OF THE MONONGAHELA VALLEY"

Member CBS . . . Blair Represents Us Nationally

WCKY
US
C

XUM

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Time in Wartime

DISTURBANCES of none too mild intensity are evident in radio because of the business outlook for 1942 and thereafter. Jitters are manifest over the cancellation of such programs as the *Ford Sunday Evening Hour*. The reduction of the Major Bowes Chrysler program from one hour to a half-hour, the depressing effect of the Censorship Code, and the talk about curtailment of commercials in news programs.

From the purely economic standpoint, we believe this defeatist attitude is unwarranted. Certainly there will be a greater turnover of advertising, and less stability as a consequence. But plain logic indicates that radio will not be affected as seriously as other media.

This is radio's first war. World War I was over before the catwhisker era. Printed media survived the torment of World War I. But advertisers who quit for the duration lost out in the post-war seller's market. Recent surveys reveal that in England, after three years of war, newspaper and magazine advertising is continuing and the British Government itself is the largest single advertiser, buying 17% of newspaper space. There isn't any radio advertising in England, but there very likely will be after the war.

Advertising students point out that after the war the "battle of the brands" will be resumed. They recall that *Bull Durham* was the No. 1 tobacco name before World War I. Its slogan, "roll your own", was on every tongue. The Duke Tobacco Co. quit advertising when its plants were turned over to war activity. It never did come back despite the expenditure of many thousands in the post-war era.

Radio has never faced an out-and-out competitive battle with other media. When advertisers begin pruning, they will concentrate on the most effective media. For most products and services radio stands out.

Even if they have little to sell, brand-name advertisers will use institutional campaigns. That turn is evident already because shrewd advertisers have ascertained that radio is the ideal medium—the cheapest and the most effective—for that purpose.

Many new products inevitably will turn to radio. The experience of Alka-Seltzer, Wheaties, and many other lines which were born, nurtured and developed into top-flight distribution via radio, attest to its unexcelled value as a success-builder.

With many raw materials vital for the war effort, substitutes are being developed. Radio is the ideal medium for exploitation. Plastics are coming into their own. Just watch radio do that job!

The automotive and tire and radio receiver bans or curtailments have not hurt radio as much as other media because they have not been as heavily radio-advertised. But the automotive edict is bringing about a transition in trade areas and markets. Farmers who have customarily gone to the trade centers on weekends for bargain purchases, entertainment and change of environment, are mindful of wear and tear on their cars and tires. They are patronizing the nearby stores, and staying home to listen to the radio.

All these factors are part of the new wartime economy and will have a bearing on the post-war seller's market. There's plenty of tribulation, confusion and excitement ahead. Weighing all of the vicissitudes now foreseeable, however, we believe radio stands to survive the advertising transition with least impact.

The Hill Erupts

THE LEGISLATIVE worm, insofar as the FCC is concerned, has turned. Not one but two well-developed moves toward investigation of radio regulation are on in the House. The Interstate & Foreign Commerce Committee is on record in favor of hearings on the Sanders Bill, looking toward revision of the Communications Act of 1934, to stop the FCC's persistent grab for power. And now the Rules Committee, under the spur of Rep. Cox (D-Ga.), its strongest member, appears set to report out a resolution for a thorough-going investigation of the FCC's personnel, with emphasis on Chairman James Lawrence Fly's tenure.

This, in contrast to the situation just a few months ago, when it appeared impossible to get either side of Congress to act! We have urged for nearly a decade a legislative reappraisal of the antiquated law governing radio. The FCC itself has been divided on the limit of its powers. The industry has suffered thereby and has not been in a position to provide maximum public service.

As between the two avenues, we would prefer to see legislative hearings before the regular House committee rather than an investigation by a select House committee as proposed by Rep. Cox. The Interstate & Foreign Commerce Committee has before it the Sanders Bill to reorganize the FCC. The purpose is to rewrite the existing law, spelling out the licensing authority's functions, and clearly delineating its powers. Certainly it would mean an investigation, but only to the end of integrating a new law.

Investigations by select committees, on the other hand, usually result in mud-slinging and witch-hunts. Legislation may result, but it is the long and sensational way around.

There has been objection to the Sanders Bill from the industry, with one group contending it would benefit the so-called "radio royalists", whoever they are. Without either approving or condemning the Sanders Bill, we recognize the need for a new legislative mandate from Congress to the licensing authority, whether it be the FCC or some new agency of Government. After all, the Sanders Bill is only the vehicle for the study. Everything but the enacting clause could be stricken and the hearings could start from scratch.

Without rancor or intense feeling, the industry should welcome legislative hearings, following orderly processes. We believe the result can be accomplished without a select committee investigation. But we would prefer to see that rather than no hearing at all.

The RADIO BOOK SHELF

A LOOK into the present status and future prospect of the American press is provided in the January issue of *The Annals*, published by the American Academy of Political & Social Science. The January issue, titled *The Press in the Contemporary Scene*, is edited by Malcolm M. Willey, professor of sociology and university dean, and Ralph D. Casey, director of the School of Journalism, both of the U of Minnesota. The 200-odd-page edition includes articles covering the place of the press in modern life, the newspaper pattern of today, the press and fields of special interests, and responsibilities and reforms. Although no section is devoted to radio, broadcasting receives attention in several of the articles.

SAM CUFF, commentator featured on the NBC Radio-Recording Division programs, *The Face of the War*, now on more than 60 stations under local sponsorship, has written a book bearing the same title as his recorded program for spring publication by Julian Messner Inc., New York. Including 40,000 words of text, the book is said to give "a clear, illustrated explanation of the progress of aggression, 1931-1942, and a key to the strategy of World War II." More than 100 maps by James McNaughton and Peter Barker of the NBC television staff, also are included.

CECIL BROWN'S eyewitness account of the sinking of the British battleships *Repulse* and *Prince of Wales* is the lead article in the new issue of *Talks*, a quarterly digest of CBS broadcasts in the public interest. The current issue contains some 30 addresses, including those of William S. Paley, CBS president, and Edward R. Murrow, chief of the network's European staff, made at the dinner in honor of Mr. Murrow after his return from London in the early winter.

We Pay Our Respects To —

WESLEY INNIS DUMM

IN AN ANTICIPATED month or two, a West Coast broadcaster who began life as the son of a Methodist minister and has been, in turn, an attorney, banker and mortgage and insurance executive, realizes another of many ambitions when he became the operator of one of the world's mightiest shortwave stations.

Wesley Dumm, as owner of San Francisco's KSFO, is already a veteran in radio but with characteristic foresight feels that his new shortwave venture, KWID, San Francisco, is only the beginning and that he has a lot to learn in his personal crusade for recognition of shortwave operations to international understanding.

"Wes" Dumm's earlier days followed the general pattern into which the youth of almost any white-collar generation is poured. Born in Columbus, O., March 23, 1890, he was educated in the public schools of suburban Toledo and graduated from Ohio Wesleyan U at Delaware, O., Class of '11. Self-educated in law, he went West to practice law in Green River, Wyo. There he was thrust into a bank executive job and then became part owner of a Cheyenne bank. He might still be there had not Eugene Meyer, now publisher of the *Washington Post*, scented promise and, in 1917, drafted him for the staff of the War Finance Corp.

With the organization until 1924, Dumm was offered the presidency of a San Francisco building and loan association. Arriving there, he looked into the association's books more searchingly than was anticipated, and found a sinking ship with no drydock in sight. So he launched one of his own across the bay in Oakland, where building was booming.

In the succeeding years, his mortgage and insurance business prospered and his financial advice was sought by many, including the Tenth Avenue Baptist Church which found it had a white elephant on its hands in its radio station, KTAB. Dumm simplified that problem; in 1933, he bought the elephant.

Never loath to spend money on a prospect, Dumm regarded the station in that light and poured into it much of the ample backlog he had built up over his previous commercial years. The prospect responded, became KSFO and enjoyed five years as the San Francisco outlet of CBS. The progress is continuing.

What's keeping Damm busy in San Francisco these days is the forthcoming advent upon the Pacific air of the 100,000-watt KWID, plus arrangements for elaborate studios for both that station and KSFO in the Mark Hopkins Hotel. KWID is more than simply a quarter-of-a-million dollar investment and a patriotic gesture on Dumm's part. It represents a deep-seated faith in the America that gave a small-town minister's son a chance to get ahead and a vast determination to protect that America.

Actually, KWID was conceived some seven years ago when, in 1935, its original and now outmoded plans and specifications were drawn and duly filed. But it took the threat of war and Dumm's awareness of the nation's Pacific needs to bring the station to the point of reality. Application to construct the shortwave outlet was made to the FCC Oct. 6, 1941, and the Commission, equally alert to the Government's need for such an outlet, granted the application exactly eight days later. And Col. William J. Donovan, Federal Coordinator of Information, welcomed the permit in a wire to Dumm that included these words:

> I WANT YOU TO KNOW HOW MUCH WE ALL APPRECIATE YOUR PATRIOTISM IN STARTING A NEW 100 KW. VOICE TO THE FAR EAST. THIS OFFICE STANDS READY TO LEND YOU EVERY POSSIBLE ASSISTANCE.

The "Far East" mentioned in the Donovan wire is something of an understatement. KWID will dispatch the messages of democratic liberty in a dozen or more languages to the whole Pacific and Indian areas with the Arctic and Antarctic thrown in as bonus territory.

It's all a part of Dumm's concept of the shortwave job of today and the future. He sees shortwave

(*Continued on page 34*)

Personal NOTES

WILLIAM R. McANDREW, news editor of BROADCASTING and former Washington news editor of NBC, has taken an indefinite leave of absence from the magazine to become an editorial executive in the Board of Economic Warfare.

JOE VANSANDT, for the last seven years manager of WMSD, Sheffield, Ala., has resigned effective Feb. 1. He will be succeeded by James Connolly, former program director. Mr. VanSandt has not announced future plans. The station recently changed ownership.

MAJ. WESLEY A. GUEST, who heads the Communications Liaison Division in the office of the Chief Signal Officer of the Army, has been promoted to the rank of Lieutenant Colonel. Col. Guest is the War Department's member on the Interdepartmental Radio Advisory Committee.

BERT GEORGES, general manager of WHEB, Portsmouth, N. H., has been named industry representative of New Hampshire for the radio technicians course in cooperation with the NAB.

DAVID H. CARPENTER, sales manager of WHEB, Portsmouth, N. H., is the father of a baby girl.

JOHN TY McCLOUD has rejoined the commercial staff of WROL, Knoxville, and Harry Weaver, formerly of the Knoxville *Journal*, has joined WROL as commercial representative.

PHIL FUHRMANN, salesman of WMCA, New York, has joined the national spot sales staff of the Blue Network Co.

A. J. MOSBY, manager of KGVO, Missoula, Mont., has been named chairman of the defense industries of the Missoula Chamber of Commerce.

DR. D. LAWRENCE JAFFE of the CBS television engineering staff is conducting evening lecture courses in the engineering aspects of frequency modulation and television this semester at Columbia U, where he received his doctorate in 1940 for research in FM in collaboration with Maj. Edwin H. Armstrong.

SID SIDLEY, one of the founders of the Better Business Bureau in San Francisco, and operator of Sidley Co., manufacturers of garters and suspenders, has joined the sales staff of KSFO, San Francisco, as account executive.

HUGH B. TERRY, manager of KLZ, Denver CBS outlet, is recovering from a knee operation.

MANIE SACKS, director of popular artists and repertoire of Columbia Recording Corp., and formerly an executive of Music Corp. of America, has been appointed music coordinator of the physical fitness program of the OCD.

JACK WOODS, former New York manager of the *Newark Evening News*, and F. Lawson Bennett, former head of F. L. Bennett & Co., New York, have joined the sales staff of WINS, New York.

ROBERT I. GARVER, account executive of WOR, New York, and formerly of *Tide* magazine, has joined the sales department of WJZ, New York.

MELVA GRAHAM CHERNOFF, wife of Howard Chernoff, general manager of WCHS, Charleston, W. Va., has been appointed a radio director for the Women's Volunteer Corps, Red Cross.

CHARLES P. MANSHIP Sr., owner of WJBO, Baton Rouge, publisher of the *Baton Rouge* (La.) *Advocate & State Times*, and president of the Southern Newspaper Publishers Assn., has been selected by Byron Price, chief of the Office of Censorship, as one of the committee to advise on the application of the Newspaper Code.

ELDON HAZARD, formerly on the sales staff of Radio Sales, a division of CBS, resigned his position Feb. 6 to join the Army.

MAXWELL DANE, sales promotion manager of WMCA, New York, has been shifted to the station's sales department.

ARTHUR J. KEMP, CBS Pacific coast sales manager, left San Francisco Jan. 29 on a business trip to the East.

LEONARD BUNKIN has returned to the sales staff of WIP, Philadelphia.

WNAX PROMOTES HOFFMAN TO V-P

PHIL HOFFMAN, manager of WNAX, Yankton, S. D., was named a vice-president of WNAX Broadcasting Co., at the company's annual board of directors meeting on Feb. 3. Also re-elected at the same session were: Gardner Cowles Jr., as president! Luther L. Hill, vice-president and treasurer; Fred A. Little, secretary.

Mr. Hoffman has been associated with the Cowles Group, with which WNAX is affiliated, since 1931 except for two years in the East. His association with WNAX dates back to 1939. The Cowles Group also includes KSO and KRNT, Des Moines, and WMT, Cedar Rapids. Other Cowles interests are the *Minneapolis Star - Journal, Des Moines Register & Tribune* and *Look* Magazine.

Dr. Charters to Retire

DR. W. W. CHARTERS, director of Ohio State U's Bureau of Educational Research since 1928, plans to retire from active duty Aug. 31, it was announced by President Howard L. Bevis. Dr. Charters, a native of Canada, after a teaching career at various universities in Canada and the United States, entered the research field with the support of national foundations. His studies have extended into the fields of radio, movies, curriculum, tests, housing, evaluation and others. Upon retirement he plans to devote his full time to writing.

Thornburgh Honored

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, was recipient of a gold watch, awarded by the Los Angeles Realty Board Feb. 6 for his part in civic service rendered the community by KNX, Hollywood. Presentation of the annual award was highlight of a half-hour broadcast, titled *West Coast Reports*, remoted from the Los Angeles Ambassador Hotel, and released on approximately 30 CBS stations.

OTIS WILLIAMS, Thomas Hamilton, Jack Lowe and Robert Mayo, all account executives of WOR, New York, have been awarded bonuses for reaching and surpassing their sales quotas for the fourth quarter of 1941.

Women's Radio Group Offers Aid to Industry

TO "MOBILIZE public opinion" for the victory effort, Women's National Radio Committee has offered its services to the broadcasting industry, according to a letter sent to networks and stations by Mrs. Marion Miller, chairman of a special committee.

Included were resolutions urging that interruptions to give important news occur but once within the duration of a single program; that care be exercised to prevent the dissemination of rumor and in children's programs to avoid subject matter tending to promote hysteria. Also urged was stress on cultural values and emphasis on program factors which will tend to sustain public morale.

CBS Appoints Scott

RALPH SCOTT, in radio production work in Hollywood for many years, has been appointed director of production for CBS in San Francisco. Scott has many major broadcasts to his credit, including *Over Western Skies*, *White Fires of Inspiration*, which won the Carnegie Award in 1938, and *Sally of the Stars*.

David C. Teague

DAVID C. TEAGUE, 29, a member of the CBS publicity staff for six months, died Feb. 2. It was reported he committed suicide by shooting himself at his New York apartment. Mr. Teague was with the *Chicago Times* before joining CBS. He is survived by his wife.

A
LUSTY
INFANT
in 1934 . . . . .

BLUE NETWORK

WTCN

MINNEAPOLIS
ST. PAUL

HAS—1935
BEEN—1936
GROWING—1937
BIGGER—1938
AND---1939
BIGGER—1940
EVERY—1941
YEAR—1942

. . . until today this station stands head and shoulders above the rest of the Twin Cities stations in popularity. Programs to please all ages of listeners . . . results to please advertisers . . . and participation in civic events of public interest . . . have all helped to bring WTCN to its dominant position as a leader among the listeners and advertisers of the Northwest.

Write for Information and Rates
FREE & PETERS, INC.
National Representatives
New York Chicago Detroit Atlanta
Los Angeles San Francisco

BEHIND the MIKE

GEORGE COMTE, newscaster and announcer of WTMJ and W55M, *Milwaukee Journal* stations, was called to active duty recently as a 2d lieutenant A.R.C. and assigned to the Chicago Recruiting Office where in addition to recruiting he is expected to include radio and speaking work. In addition to his newscasting work with the Milwaukee stations, Comte has also been commentator for *Music Under the Stars*, outdoor summer concerts which bring nationally known music personalities to Milwaukee.

ROD O'CONNOR, formerly of WLB, Minneapolis, has joined the announcing staff of WCCO, Minneapolis, succeeding William Galbraith who left Feb. 1 to go East.

MOODY McELVEEN, announcer of WCOS, Columbia, S. C., has been named farm director.

DON QUINN, Hollywood writer on the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (floor wax), is recovering from a fractured coccyx bone.

JIM BANNON, Hollywood announcer, has been signed for the NBC *Rudy Vallee Show* sponsored by National Dairy Products Corp.

JOE A. CALLAWAY, formerly dramatic director of San Diego Community Globe Theatre, has joined the announcing staff of KFSD, San Diego, Cal., replacing Russ Plummer, transferred to the business department.

BOB McCRACKEN, formerly with Benny Goodman's orchestra, has joined the announcing staff of WDZ, Tuscola, Ill.

JOHNNY PAUL, graduate of Eastern Illinoios State Teachers College, has joined the announcing staff of WDZ, Tuscola, Ill.

DOUGLAS MacKINNON, formerly in charge of various serious music programs on WQXR, New York, has been appointed assistant to Dr. Walter Damrosch, music counsel of the Blue Network. Mr. MacKinnon succeeds Lawrence Abbott, who has resigned to become music editor of *Time* magazine.

BILL WHITFIELD, formerly of NBC's station relations department, has been transferred to the NBC traffic department as assistant to John Murphy, commercial traffic manager.

JOHN R. HURLEY, of the CBS press department in New York, has resigned to join the *Chicago Sun* as assistant to the amusement editor.

ARTHUR ZIPSER, formerly on the staff of the story editor of Paramount Pictures, has joined the NBC script department, succeeding Kirk Quinn, resigned. Mr. Zipser will work with Barbara Frank, daughter of U. S. Circuit Court Judge Jerome Frank, in studying program ideas submitted by the public.

MARION E. CRANE, in charge of guest relations of WOR, New York, has resigned following a prolonged illness.

CLETE ROBERTS, formerly KMPC, Beverly Hills, Cal., program director, has joined the Blue Network Hollywood staff as news and special events director.

TRUMAN BRADLEY, Hollywood announcer on the NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Co. (Raleigh), has been called to Army duty.

JIMMY MACK, KMTR, Hollywood, news editor, and a reserve officer in the Army flying Corps, has been called to active service. Lyman Smith has taken his duties.

CONSTANCE FERNALD and Julia Hill have joined WHEB, Portsmouth, N. H., in the business and continuity departments respectively.

JOHN STEBBINS, formerly announcer of KRMC, Jamestown, N. D., has replaced Don Elder of WDAY, Fargo, N. D., who has joined Blue Network, Chicago.

ERNESTINE CROW, formerly in newspaper work, has joined the script department of KUOA, Siloam Springs, Ark.

GORDON PHILLIPS, formerly KFXM, San Bernardino, Cal., relief announcer, has joined KHJ, Hollywood, as head of the mailing department.

DOUG EVANS, KFI-KECA, Los Angeles producer-announcer, did the narrating on the Republic Pictures feature "Affairs of Jimmy Valentine".

LaVON URBANSKI, head of KHJ, Hollywood transcription department, is father of a boy born Jan. 30.

EDGAR WELCH, formerly announcer of WLBZ, Bangor, Me., and WOV, New York, has joined WMCA, New York.

DOBE CAREY, son of Harry Carey, stage and screen star, has been appointed to the NBC page staff.

PEGGY FOLEY, private secretary to Bob Dumm, program director of KSFO, San Francisco, and Ralph G. Tiffany Jr., affiliated with a Bay City bank, eloped to Reno and were married.

JOHN ANDREW POTTER, formerly of Photo & Sound, San Francisco transcription firm and previous to that with KROW, Oakland, has joined the San Francisco office of the Coordinator of Information.

DETROIT'S LEADING INDEPENDENT STATION

WJBK

Serving an ever-increasing number of exacting national advertisers . . . because with *WJBK they get results.*

250 WATTS . . . 24 HOURS A DAY

WAVERLY ROOT, for 13 years foreign correspondent for the *Chicago Tribune*, United Press, *Time* and MBS, on Feb. 9 starts a series of news commentaries on WINS, New York, Monday through Saturday at 6:30 p.m.

JESS NEIL has replaced Carla Trum in the traffic department of KRIC, Beaumont, Tex.

NORMAN PAIGE, announcer, formerly of KGEI, General Electric shortwave station; Eleanor Wallace and James Adams have been added to the news staff of KFRC, San Francisco. Phil Stearns has been named head of the station's news bureau.

WILLIAM JOLESCH, formerly chief of publicity and continuity of KROD, El Paso, has joined the publicity staff of the Blue network, Chicago.

DOUGLAS CROSBY GOURLAY, announcer of NBC, San Francisco, and Audrey M. Reifel of Vancouver, B. C., are to be married Feb. 14.

LARRY LANSING, KVEC, San Luis Obispo, Cal., announcer-writer, on Feb. 1 joined the Army as second lieutenant.

JOHN DILLON, formerly sports and special events director of WFAS, White Plains, N. Y., on Feb. 2 joins NBC as assistant to Bill Stern, director of sports. He succeeds Hugh Beach, who has resigned from NBC to become radio director of the East-West Committee for aid to war sufferers in the Far East.

JAMES TODD, formerly of KVOO, Tulsa, has joined the announcing staff of NBC, Chicago.

GEORGE HEID, head of the production firm of that name, was confined to Presbyterian Hospital, Pittsburgh, for an appendectomy.

RON GAMBLE, announcer of WJR, Detroit, and CBS announcer for the *Ford Sunday Evening Hour*, has taken his physical examination for the Army Air Corps.

BILL MURPHY, former continuity head of KIT, Yakima, Wash., has been named program manager of KWIL, Albany, Ore.

B. S. BERCOVICI, MBS news analyst currently heard five times weekly from Akron, and Katherine Hahn of Cleveland have announced their engagement and are to be married in the near future.

JOHN HICKS, newscaster of KGKO, Fort Worth, is the father of a boy, William Howard.

NANCY BROOKE has been promoted to chief music librarian of KDKA, Pittsburgh, succeeding John Kresge, now in the service. Mary E. Henderson, Northwestern U graduate, has been named assistant music librarian.

ROLF KALTENBORN, radio research worker at Yale U, and son of H. V. Kaltenborn, NBC commentator, recently became the father of a baby boy, his first son.

BILL STEVENS, formerly of WIBC, Indianapolis, has joined the announcing staff of WTOL, Toledo.

MARGARET DOTSON, assistant publicity director of the All-Year Club of Southern California, has joined the promotion department of WCKY, Cincinnati.

LEONARD BEWES, formerly staff organist at CFCF, Montreal, is now in the Royal Canadian Air Force.

Eddie Allan

EDDIE ALLAN of the office staff of WLS, Chicago, and formerly of the artists staff, died Jan. 31 in Chicago of a heart attack.

STAFF MEMBERS of WQXR, New York, totaling 56, have signed up 100% for the payroll defense savings plan.

Meet the LADIES

KATHERINE FOX

WHEN, the Crosley outlets, WLW and WSAI, Cincinnati, many months ago adopted an "all-out" policy for defense programs, the job of coordinating national defense work of these stations was placed in the hands of Katherine Fox.

Some idea of the magnitude of her job may be gathered from the fact that every broadcast originating at the two stations carries some defense announcement and her responsibility is to see that news from 15 different organizations is aired and property distributed throughout the day. Needless to say that a master schedule is necessary. In addition she serves as liaison officer for WLW-WSAI and many civic, religious, and educational organizations.

Katherine fits smoothly into the vacancy left by Joseph Ries. Her background includes four years' work as private secretary to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

CBS Enlistments

CBS is losing an average of two of its younger staff members a week to the Army, with Page Boy Robert Weir, and Mail Room Boys William Dafne, Walter F. Hearon, Grover Sales and Joseph M. Pernice called since the first of January. Robert Gibson of the public affairs department was inducted last week.

330,570
RADIO HOMES
(Certified Mail Count)
In Our Primary
Located in a
Boom Area!
750
WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

M. SAYLE TAYLOR DIES IN HOLLYWOOD

M. SAYLE TAYLOR, 53, known to radio listeners as "The Voice of Experience", heard successively on CBS, NBC and MBS networks, died Feb. 1 in Hollywood from a heart attack.

Mr. Taylor, born in Louisville, had intended to take up medicine as a career but an injury to his hands prevented this while attending Pacific U, Portland. An accomplished musician, he composed *My Guiding Star*, later used as theme song for *Voice of Experience* broadcasts.

After lecturing on psychology and juvenile delinquency on the Chatauqua Circuit, debating with William Jennings Bryan on fundamentalism, he became superintendent of a high school in North Bend, O. This led to speaking engagements on child problems over a Spokane station. After favorable response to these broadcasts his discussion of personal problems became broader, graduating to *Voice of Experience* in 1928.

Agronsky, Brown Move

NBC and CBS both received word last week that their correspondents in Singapore, Martin Agronsky and Cecil Brown, respectively, had left that city and were located in Batavia, Dutch East Indies, for the time being. Mr. Brown had been banned from the air during January by British authorities in Singapore for sending out news over the air which "was bad for public morale" [BROADCASTING, Jan. 17].

STATION MANAGERS:-

***What Do You Want from Washington?**

"Washington Viewpoints" Released Each Friday

"YOUR CONGRESSMAN REPORTS"

Write for Details for Your Area.

"NATIONAL RADIO NEWS REEL"

Three Times a Week Release Ready Soon.

WE SERVE YOU FROM THE NATION'S CAPITOL

*All transcribed programs released by Broadcast Service Studios will comply with all censorship regulations and suggestions of FCC and the War Department.

What Do YOU Want From "The Capitol of the World?"

WRITE, WIRE, OR PHONE

BROADCAST SERVICE STUDIO

ROBERT J. COAR, Director
1113-15 Denrike Bldg.
WASHINGTON, D. C.
Phone: REpublic 6160

New!
SUPER
SOUND
EFFECTS
Standard Radio
New EFFECT RECORDS, NEVER BEFORE RELEASED!
New NUMBERING OF RECORDS AND RELATED GROUPING!
New CATALOG CONTAINING COMPLETE CROSS INDEX!
Standard Radio
New York Chicago Hollywood
Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Melvyn Douglas Named To Civil Defense Position

MELVYN DOUGLAS, film star appointed last week as head of the Arts Council of the Office of Civilian Defense, besides being a frequent guest star on the radio, is also one of the group of stockholders in Pacific Coast Broadcasting Co., authorized by the FCC last August to erect a new 10,000-watt station on 1110 kc. in Pasadena, Cal. The station is now being completed and will shortly make its formal debut.

Prime mover in obtaining the construction permit was J. Frank Burke, operator of KFVD, Los Angeles, who controls the new station. Mr. Douglas' holdings in the station are largely preferred stock; he is listed as owning 13.33% of the preferred and 1.66% of the common.

James M. Landis, executive of OCD, announced that Mr. Douglas will be in charge of relations with the theatre, writers and artists. He is expected to serve as a dollar-a-year man.

A RESOLUTION demanding a ban on the use of alien tongues on the radio was passed Feb. 2 by the Central Lions Club of Philadelphia.

Mr. Dumm and R. V. Howard (left), KSFO-KWID chief engineer, look over model of new 100,000-watt plant.

Wesley Innis Dumm

(*Continued from page 31*)

as a potent force for eventual world unity and will shake off his customary reticence to discuss those possibilities until somebody stops him. At the moment, in addition to his other chores, he's planning a further 50,000-watt shortwave outlet in Los Angeles as a supplement for and a talent-feeder to KWID.

On top of it all, he's a Shriner, a Sigma Chi and a trustee of the First Methodist Church in Pasadena. And how he's found time to realize another lifetime ambition—to own and play an accordion—even he doesn't know. But his Pasadena cook is a superb accompanist and his butler a onetime opera singer, so the Dumm hobby, music, is given a pretty free rein.

Rubber Stamp

TO COMPLY more easily with wartime restrictions on broadcasting, Manager Arden X. Pangborn of KGW-KEX, Portland, has instituted a policy whereby all copy, with the exception of news, must pass through the hands of E. A. Browne, continuity chief, or Ralph Rogers, program director, and be stamped, "Approved for Broadcasting" and signed. At 5:30 each afternoon, the following day's copy is taken from the files and either approved or rejected. Only in cases of emergency are files opened after being closed for the day and the announcing staff has received instructions that no copy shall go on the air without the rubber stamp approval.

Wales Joins Kelly-Nason

JAMES ALBERT WALES, president of his own advertising agency, Wales Adv. Co., New York, has joined Kelly-Nason, New York, as vice-president. Author of numerous articles on travel, and a survey on international travel "The Tourist Dollar", Mr. Wales has specialized in travel and hotel accounts since he founded his own agency 30 years ago.

FORJOE & Co., station representative, has opened a Chicago office under direction of Forrest U. (Frosty) Daughdrill, co-owner of the company. Office is located at 333 N. Michigan Ave., telephone Franklin 7100.

Agencies

EDWARD F. HUDSON, account executive of Benton & Bowles, New York, has been elected a vice-president of the agency. Coming to Benton & Bowles in 1931 from BBDO, Mr. Hudson worked on the Best Foods account and in 1932 joined that company as western sales manager, returning to the agency in 1935. Since 1940 he has been executive on the Dr. Pepper Co. account.

KEITH McCLOUD, Hollywood producer of Russel M. Seeds Co., has been assigned to the weekly NBC *Red Skelton & Co.* He replaces Tony Stanford, now with J. Walter Thompson Co., that city, as producer of the weekly NBC *Chase & Sanborn Show*.

DORIS JONES of the media department of Weiss & Geller, New York, has been appointed assistant media and radio director to Sidney G. Alexander, spacebuyer.

RAY FINNEGAN, formerly copywriter of Roche, Williams & Cunnyngham, Chicago, has joined the Chicago staff of J. Walter Thompson Co.

EDWIN T. BOTTELSON, assistant to R. E. Jeffers, publicity director of Russel M. Seeds Co., Chicago, has joined the Army at Camp Grant, Ill.

LA VERNE BURTON, formerly on the copy staff of Arthur Meyerhoff & Co., Los Angeles, has joined Glasser-Gailey & Co., that city, as assistant to Jo Brooks, head of the copy department.

FRANK W. VINCENT AGENCY, Beverly Hills, Cal., talent service, has moved to 242 N. Canon Drive, that city. Telephone is Crestview 6-2402.

REGINALD W. LOWANDER of Kelly Nason Inc., New York, has enlisted in the Naval Reserve.

HERBERT O. NELSON, formerly account executive of Erwin Wasey & Co., Seattle, has joined Gerth-Knollin Adv. Agency, as manager of the Los Angeles office. He succeeds Byron H. Brown, resigned.

CHARLES W. KUCKER, formerly office manager of Lord & Thomas, Chicago, has joined Sherman & Marquette, Chicago, as office manager.

J. J. Gibbons

J. J. GIBBONS, 66, president of J. J. Gibbons Ltd., Canadian advertising agency and dean of Canadian advertising men, died at his home in Toronto Feb. 3 after an illness of three months. A native of Boston but a resident of Canada since childhood, he founded the agency 43 years ago. He is survived by his widow and two daughters.

WALKER Co. has been named national representatives of KABR, Aberdeen, S. D.

"Don't forget KXOK St. Louis when you want sales results!"
630 KC. 5000 WATTS
BLUE NETWORK

Psst . . . To Really Interest Busy Tri-City Folks in Your Product . . . Use "Inside Pull"!

THE PERFECTLY BALANCED MARKET
World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production—served by WHBF!

Who is this fellow? He's a Tri-City craftsman—the biggest current news in the entire Mid-West! Like many thousands of his Tri-City neighbors he's "pitching in" on the largest ordnance contract yet released from the Chicago district headquarters! Building Army tanks—24 hours a day, 7 days a week—is the new job of these thousands of Tri-Citians.
See why sales of many things are STEPPING UP in the Tri-Cities? To get YOUR share, put your message on WHBF—*NOW*. It's the powerful hometown voice that has "Inside Pull" with these well-paid people. Why not check on availabilities *TODAY? Write* WHBF.

Howard H. Wilson Co., Nat. Representatives
Chicago - New York - San Francisco
Hollywood - Kansas City

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Recording Method On Film Perfected

Miller Announces New Firm To Handle Distribution

AFTER SEVERAL YEARS of research, Miller Broadcasting System Inc., Hollywood, has announced perfection of the Miller process of recording on film and also formation of a subsidiary, Miller Radiofilm Corp., to handle sales and distribution. Firms are occupying the entire building at 7000 Santa Monica Blvd., that city.

Process, according to James A. Miller, president of the parent organization, affords an opportunity to produce programs under conditions similar to those used in motion picture production. He expressed belief that radical changes and improvements in radio production will result with introduction of the film usage to the broadcasting industry.

Cut Into Emulsion

"Radiofilm, trade name of the process, is distinguished from the present system of sound-on-film recording," Mr. Miller said. "Engraving is made directly upon the emulsion of the finished film. This is done by engraving *into* the emulsion instead of by photography on the negative stock. This eliminates the necessity of developing negatives and printing of subsequent positives. Reproduction is by photoelectric eye. Radiofilm has been endorsed by technical experts as making possible greater tone fidelity and much wider frequency range. Film used is based upon our patents and is especially manufactured by Eastman Kodak."

Associated with Miller on the directorate are E. Frank Hummert, vice-president of Blackett-Sample-Hummert; A. H. Diebold, president of Sterling Products, New York; Hunter Marsten, identified as a financier and director of several concerns; Jacques Vinmont, American representative of the Philips Co. of Holland, large European electrical concern, in whose laboratories the Miller system was developed. Loet C. Barnstyn is president and general manager of Miller Radiofilm Corp. with Herbert R. Ebenstein, vice-president in charge of sales. Barnstyn, now living in Hollywood, is identified as a former outstanding figure in the Netherlands amusement field. Ebenstein has had wide experience in the amusement industries.

U.P.

THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

United Press

AFTER-LUNCHEON good humor prevailed as advertiser and agency executives recently got together in Hollywood for annual discussion of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co. They are (l to r): J. H. Platt, firm's Chicago advertising director; Daniel J. Danker, Hollywood vice-president of J. Walter Thompson Co., agency servicing the account; John U. Reber, agency's New York vice-president in charge of radio; W. F. Lochridge, Chicago agency account executive.

DON FORBES, Hollywood newscaster on the six-weekly quarter-hour NBC *Richfield Reporter*, sponsored by Richfield Oil Co., Los Angeles, and associated with Fidelity Recordings, Hollywood, has sold his partnership interest in the latter organization to Robert W. Fulwider, attorney. It is understood Milton Hurwitz, remaining in the partnership, will continue operation.

New Blackout Apparatus Is Invented by DeForest

AN ELECTRONIC switch, described as a "blackouter", by which lights of an entire city can be extinguished instantly and automatically from a central radio or police department station for an air raid alarm, has been perfected by Dr. Lee DeForest, pioneer radio inventor.

He stated that "the simple electronic operated device, controlling through a sensitive relay, a power relay designed to shut off any light which may be connected thereto", is now being installed by New York for a tryout on control switches of Central Park lighting system. The plan includes a receiver for private home use which would automatically sound an alarm. The Army and Navy have also contracted for use of the device, Dr. DeForest said.

KROY, Sacramento, Cal., has applied to the FCC for an increase in power from 100 to 10,000 watts, and a shift in frequency from 1240 kc. to 1030 kc.

V . . . for Victory

and

KFYR . . . for Results!

Like killing a cat, myriad are the ways you can spell results. For instance, here in the prosperous Northwest, KFYR spells results. Of course, there are other ways of getting sales results even in the Northwest. But KFYR is the *Dominant* advertising force in the Northwest. And the *only* advertising force which can reach the whole Northwest at once. With 5000 watts at 550, KFYR has a coverage area second to none in the nation. But coverage and power *alone* can never bring results. It is the *combination* of coverage, loyal audience, lucrative market, and *planned* promotional help, that makes KFYR *the* result-getter here in the great Northwest.

See any John Blair man for the complete story of KFYR.

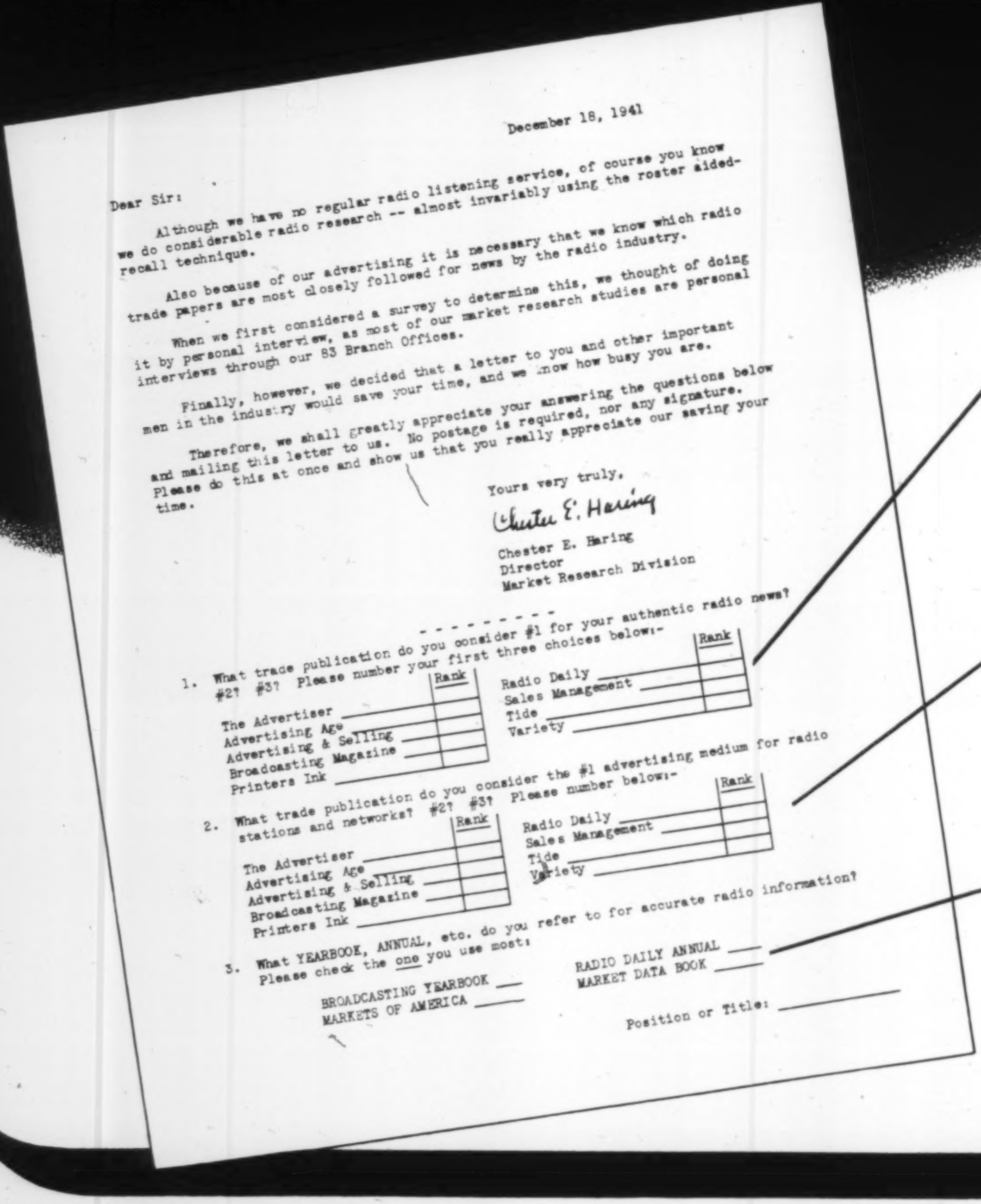
KFYR BISMARCK

The Northwest's *Dominant* Station

550 Kilocycles • NBC Affiliate • 5000 Watts

Findings of HOOPER-HOLMES Study

conducted among 900 key agency executives and radio advertisers to determine which trade publication "gives the most authentic radio news" and is considered "the best advertising medium for radio stations and networks."



December 18, 1941

Dear Sir:

Although we have no regular radio listening service, of course you know we do considerable radio research -- almost invariably using the roster aided-recall technique.

Also because of our advertising it is necessary that we know which radio trade papers are most closely followed for news by the radio industry.

When we first considered a survey to determine this, we thought of doing it by personal interview, as most of our market research studies are personal interviews through our 83 Branch Offices.

Finally, however, we decided that a letter to you and other important men in the industry would save your time, and we know how busy you are.

Therefore, we shall greatly appreciate your answering the questions below and mailing this letter to us. No postage is required, nor any signature. Please do this at once and show us that you really appreciate our saving your time.

Yours very truly,

Chester E. Haring

Chester E. Haring
Director
Market Research Division

- - - - - - - - -

1. What trade publication do you consider #1 for your authentic radio news? #2? #3? Please number your first three choices below:-

	Rank
The Advertiser	
Advertising Age	
Advertising & Selling	
Broadcasting Magazine	
Printers Ink	
Radio Daily	
Sales Management	
Tide	
Variety	

2. What trade publication do you consider the #1 advertising medium for radio stations and networks? #2? #3? Please number below:-

	Rank
The Advertiser	
Advertising Age	
Advertising & Selling	
Broadcasting Magazine	
Printers Ink	
Radio Daily	
Sales Management	
Tide	
Variety	

3. What YEARBOOK, ANNUAL, etc. do you refer to for accurate radio information? Please check the one you use most:

BROADCASTING YEARBOOK ___
MARKETS OF AMERICA ___
RADIO DAILY ANNUAL ___
MARKET DATA BOOK ___

Position or Title: ___

900 letters were mailed to men known to be interested in radio at advertising agencies (561), advertisers' organizations (301) and station representatives (38). This list was the result of the combined advice and selection of sales promotion executives of NBC, CBS and WOR-MBS. Publication names were rotated in questionnaire listings.

TABLE 1

TRADE PUBLICATIONS CONSIDERED TO GIVE MOST AUTHENTIC RADIO NEWS

ALL INTERVIEWS	Weighted Total		First Choice		Second Choice		Third Choice	
TOTAL	1881	100.0%	324	100.0%	306	100.0%	297	100.0%
The Advertiser		0.5		0.3		0.7		1.0
Advertising Age		11.4		8.6		13.7		15.5
Advertising & Selling		2.2		0.9		2.0		7.1
Broadcasting Magazine		31.6		45.4		18.3		13.8
Printers Ink		4.9		1.9		6.5		11.8
Radio Daily		19.8		17.0		24.2		19.9
Sales Management		0.8		----		1.6		1.6
Tide		8.2		4.9		11.1		12.8
Variety		20.6		21.0		21.9		16.5

TABLE 2

TRADE PUBLICATION CONSIDERED TO BE THE BEST ADVERTISING MEDIUM FOR RADIO STATIONS AND NETWORKS

ALL INTERVIEWS	Weighted Total		First Choice		Second Choice		Third Choice	
TOTAL	1754	100.0%	303	100.0%	283	100.0%	279	100.0%
The Advertiser		0.9		0.3		1.4		1.4
Advertising Age		16.6		15.2		19.5		15.8
Advertising & Selling		5.5		2.3		8.5		10.0
Broadcasting Magazine		33.1		50.8		15.5		10.8
Printer's Ink		9.3		7.9		9.5		13.3
Radio Daily		11.4		7.9		14.1		17.2
Sales Management		2.1		1.0		2.5		5.4
Tide		9.9		7.3		12.7		12.5
Variety		11.2		7.3		16.3		13.6

TABLE 3

YEARBOOK OR ANNUAL PREFERRED FOR MOST ACCURATE RADIO INFORMATION

	Weighted Total		Agencies		Advertisers		Representatives	
TOTAL	267	100.0%	201	100.0%	46	100.0%	20	100.0%
Broadcasting Yearbook		63.7		65.7		50.0		75.0
Markets of America		1.1		1.0		2.0		----
Market Data Book		15.0		12.9		28.0		5.0
Radio Daily Annual		20.2		20.4		20.0		20.0

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WPTF, Raleigh

BC Remedy Co., Durham, N. C., 6 *sp* weekly, 52 weeks, thru Harvey-Massengale, Durham.

BC Remedy Co., Durham, N. C., 52 *sp*, thru Harvey-Massengale, Durham.

Carolina Baking Co., Greensboro, N. C., 6 *t* weekly, 44 weeks, thru Freitag Adv. Agency, Atlanta.

Dr. W. B. Caldwell Inc., Monticello, Ill., 6 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

Chattanooga Medicine Co., Chattanooga (Black-Draught), 5 *sp* weekly, 39 weeks, thru Nelson Chesman Co., Chattanooga.

Larus & Bro. Co., Richmond (Domino), 26 *ta*, thru Warwick & Legler, N. Y.

Planter's Nut & Chocolate Co., Wilkes-Barre, Pa., 6 *sp* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.

Pet Milk Co., St. Louis, 2 *t* weekly, 52 weeks, thru Gardner Adv. Co., St. Louis.

A. E. Staley Mfg. Co., Decatur, Ill., 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.

Skinner Mfg. Co., Omaha (Raisin Bran), 6 *ta* weekly, 52 weeks, thru Ferry-Hanly Co., Kansas City.

Dr. Earl S. Sloan Inc., New York (Sloan's Liniment), 13 *t*, thru Warwick & Legler, N. Y.

Seven-Up and Tru-Ade Bottling Co., Durham, N. C., 5 *sp* weekly, 52 weeks, thru Harvey-Massengale Co., Durham.

WCMI, Ashland, Ky.

Ballard & Ballard, Louisville (flour), 300 *sa*, thru Henri, Hurst & McDonald, Chicago.

Bonded Oil Co., 6 *sp* weekly, thru Hugo Wagenseil & Assoc., Dayton.

Falls City Brewing Co., Louisville, 2 *ta* daily, 13 weeks, direct.

Househould Finance Corp., Chicago, 14 *t* weekly, direct.

Sears-Roebuck & Co., Chicago, 300 *sa*, direct.

Lydia Pinkham Medicine Co., Lynn, Mass., 300 *t*, thru Erwin, Wasey & Co., N. Y.

Red Top Brewing Co., Cincinnati, 300 *t*, thru Joseph Adv. Agency, Cincinnati.

Anacin Co., Jersey City, 52 *sp*, thru Blackett-Sample-Hummert, N. Y.

National Guarantee & Finance Co., Columbus, 6 *sp* weekly, thru B. K. Wulff Agency, Columbus.

Pharmaco Inc., New York (Feen-a-Mint), 13 *sp*, thru William Esty & Co., N. Y.

Coca-Cola Co., New York, 6 *sp* weekly, thru D'Arcy Adv. Co., St. Louis.

Hudepohl Brewing Co., Cincinnati, 6 *sp* weekly, direct.

KFI, Los Angeles

Larus & Bros. Co., New York (Domino & Edgeworth tobacco), 2 *ta* weekly thru Warwick & Legler, N. Y.

Prudence Foods, New York (corned beef hash), 2 *sp* weekly, thru Chambers & Wiswell, Boston.

Lehn & Fink Products Co., New York (Hinds Honey & Almond cream), 10 *ta* weekly, thru Wm. Esty & Co., N. Y.

Chemicals Inc., San Francisco (Vano cleaner), 2 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Sunnyvale Packing Co., San Francisco (Rancho soups), weekly *t*, thru Lord & Thomas, San Francisco.

WINS, New York

Barney's Clothes Inc., New York (retail clothes), 3,206 *ta*, 52 weeks, thru Emul Mogul & Co., N. Y.

Beechnut Packing Co., Canajoharie, N. Y. (gum), 6 *sa* weekly, 13 weeks, thru Newell-Emmett, N. Y.

WALB, Albany, Ga.

R. J. Reynolds Tobacco Co., Winston-Salem, 6 *ta* weekly, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.

Weybold Baking Co., 6 *t* weekly, thru Freitag Adv. Agency, Atlanta.

KMPC Beverly Hills, Cal.

Olson Rug Co., Chicago (rugs), 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.

WHO, Des Moines

Omar Inc., Omaha (flour), 13 *t*, 13 *sa*, thru Hays MacFarland & Co., Chicago.

Olson Rug Co., Chicago (rugs), 13 *sp* thru Presba, Fellers & Presba, Chicago.

American Chicle Co., Long Island City (Adams Clove Gum), 314 *t*, thru Badger & Browning Inc., Boston.

Carey Salt Co., Hutchinson, Kans. (salt), 13 *sp*, thru McJunkin Adv. Co., Chicago.

Oshkosh BiGosh, Oshkosh, Wis. (overalls), 39 *sp*, thru Ruthrauff & Ryan, N. Y.

Good & Reese Inc. (nursery stock), 100 *t*, thru Leo Boulette Agency, Three Rivers, Mich.

Bristol Myers Corp. (Mint Rub), 156 *sp*, thru Young & Rubicam Inc., N. Y.

Foster Milburn, Buffalo (Doane pills), 104 *t*, thru Spot Broadcasting Inc., N. Y.

WRC, Washington

American Chicle Co., Long Island City (Chicklets), 249 *ta*, thru Badger & Browning, Boston

Lehn & Fink Products Corp., New York (Hinds Honey & Almond cream), 40 *ta*, thru Wm. Esty & Co., N. Y.

Lever Bros., Cambridge (Lifebuoy), 160 *sa*, thru Ruthrauff & Ryan, N. Y.

Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

Olson Rug Co., Chicago (rugs), 10 *sp*, thru Presba, Fellers & Presba, Chicago.

Pacquin Labs., New York (hand cream), 100 *sa*, thru Wm. Esty & Co., N. Y.

WOR, New York

Joseph Dixon Crucible Co., New York (Dixon pencils), 5 *t* weekly, thru Federal Adv. Agency, N. Y.

Kellogg Co., Battle Creek, Mich. (Bran Flakes), weekly *sa*, thru Kenyon & Eckhardt, N. Y.

Lever Bros. Co., Cambridge (Spry), 5 *t* weekly, thru Ruthrauff & Ryan, N. Y.

Serutan Co., New York (health publication), 3 *t* weekly, thru Raymond Spector Co., N. Y.

Duffy-Mott Co., New York (cider), 3 *sa* weekly, thru Al Paul Lefton Co., Philadelphia.

KHJ, Hollywood

McIlhenny Co., Avery Island, La. (Tobacco sauce), 4 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.

Washington Cooperative Egg & Poultry Assn., Seattle, 2 *sa* weekly, thru Izzard Co., Seattle.

Illinois Meat Co., Chicago (Broadcast Brand corned beef hash), 5 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.

WMAL, Washington

American Chicle Co., Long Island City (Dentyne and Chicklets), 6 *sp* weekly, thru Badger & Browning, Boston.

Lever Bros. Co., Cambridge (Lifebuoy), 40 *sa*, thru Ruthrauff & Ryan, N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 156 *ta*, thru BBDO, N. Y.

CKCL, Toronto

Nyall Service Drug Stores, Toronto, 6 *t* weekly, thru Commercial Broadcasting Services, Toronto.

Gray Remedy Co., Toronto (proprietary), 3 *sa* weekly, thru Commercial Broadcasting Services, Toronto.

WROL, Knoxville

Armour & Co., Chicago (Cloverbloom butter & cheese, Vegatole), 10 *ta* weekly, 26 weeks, thru Lord & Thomas, N. Y.

Beechnut Packing Co., Canojahorie, N. Y. (gum), 7 *ta* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

Manhattan Soap Co., New York (Sweetheart soap), 108 *ta*, thru Franklin Bruck Adv. Corp., N. Y.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 *ta* weekly, 52 weeks, thru Sherman & Marquette, Chicago.

C. D. Kenny Co., Baltimore (Norwood coffee), 13 *ta*, thru Joseph Katz Co., Baltimore.

American Chicle Co., Long Island City (Dentyne gum), 3 *ta* daily, indefinite period, thru Badger & Browning, N. Y.

Block Drug Co., New York (Gold Medal Capsules), 260 *ta*, thru Raymond Spector Co., N. Y.

Ex-Lax Inc., New York (proprietary), 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

Willard Tablet Co., Chicago (Willard tablets), 3 *ta* weekly, 13 weeks, thru First United Broadcasters, Chicago.

WTRY, Troy, N. Y.

Beechnut Packing Co., New York (gum), *ta* to 9-30-42, thru Newell-Emmett, N. Y.

Hecker Products Corp., Buffalo (Force), 5 *t* weekly, 52 weeks, thru Maxon Inc., N. Y.

Richfield Oil Corp., New York, 3 *t* weekly, one year, thru Hixson-O'Donnell, N. Y.

Songwriters Suit Settled

SUIT filed in April, 1941, by 14 songwriters, 12 of them ASCAP members, against NAB, CBS, NBC and BMI was settled last week in New York Supreme Court with the plaintiffs receiving different sums out of the settlement payoff. According to Robert Daru, counsel for the songwriters, "the matter was disposed of satisfactorily for the radio defendants, the songwriter plaintiffs, and ASCAP". Original charge by songwriters [BROADCASTING, Nov. 17, 1941] alleged unlawful conspiracy to acquire control of the songwriting business at the time of the ASCAP-radio music war. Damages sought amounted to $1,217,000.

New Listener Data

IN ADDITION to the repetition of popular songs on network key stations and to the number of additional stations carrying each broadcast, the radio division of the office of research of the College of the City of New York is now supplying data on the number of listeners to each broadcast in its audience coverage reports.

KRBM
KGIR
KPFA
ALSN—

Triple power always insures a strike . . .!!

Adv.

Research Survey Studies Listener

New Approach to the Latins Is Needed, Book Reveals

ANYONE interested in studying listener reaction will find *Radio Research 1941* [Duell, Sloan & Pearce, New York, $2.50] both a stimulus and a guide to his thinking. He will not, however, find many positive answers to his questions, for while the six studies included in the volume do indicate certain conclusions, in most instances these conclusions turn out to be introductions to wider fields of study.

Latin Problem

A pressing problem, which has become even more urgent since Dec. 7, is investigated in the study on "Foreign Language Broadcasts Over Local American Stations". The "outstanding feature of most of the foreign language broadcasts examined" was found to be "a tendency to maintain the status quo of the listeners' stage of assimilation or even to drive him back to a setting of life which he left beyond the ocean many years ago." The authors discuss in some detail how this condition, which obviously cannot be allowed to continue, can be changed.

The six studies included in the volume were all made by members of Columbia University's Office of Radio Research, whose director, Paul F. Lazarsfeld, edited the book in cooperation with Frank Stanton, CBS director of research. In addition to those mentioned, there are studies on how "hit" tunes are made, symphonic broadcasts, radio's effect in introducing serious music to former non-listeners and increasing listening by others, and the news habits of young people.

Contributing writers to *Radio Research 1941* are: Edward A. Suchman, radio contributor to the *Journal of Applied Psychology*; Dr. T. W. Adorno of Columbia's Institute of Social Research; Duncan MacDougald, writer on popular music; Frederick J. Meine, staff accountant of the New Jersey Bell Telephone Co.; Dr. Rudolf Arnheim, formerly with BBC and now with the Office of Radio Research; Martha Collins Bayne of *McCall's* magazine's reader research department and the Office of Radio Research, and William S. Robinson, lecturer in the Social Science Department of Columbia.

WOR Ad Club Clinic

RADIO CLINIC of the 18th annual advertising and selling course of the Advertising Club of New York will be held again at WOR for three weeks beginning Feb. 9. Speakers announced by Eugene S. Thomas, director of the clinic and sales manager of WOR, are: Julius F. Seeback Jr., WOR, vice-president in charge of programs; Robert A. Simon, WOR, director of continuity; Roger Bower, WOR program producer; William Spier, CBS director of scripts and continuity; Robert T. Colwell, J. Walter Thompson Co.; Mrs. Harold V. Mulligan, chairman of the defense committee of the General Foundation of Women's Clubs.

Radio Advertisers

CAMPBELL FAIRBANKS EXPOSITIONS, Boston, has scheduled 185 spot announcements, Feb. 7-15. Boston stations to be used include WNAC WAAB WBZ WBA WORL WHDH WEEI WCOP WMEX. New England stations on the schedule are WLAW WLLH WESX WSYB WLBZ WABI WFEA WHEB WLNH WEAN WCSH WGAN. Campaign may be extended to other cities. Agency is Harry M. Frost Co., Boston.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), has shifted its afternoon news program on WABC, New York, with George Bryan from Monday, Wednesday, Friday, 3:55-4 p.m., to Tuesday and Thursday, 3:15-3:30 p.m. The company also participates thrice-weekly on Arthur Godfrey's early morning program on WABC. Agency is J. D. Tarcher & Co., New York.

RECORDED six times weekly program *Treasury of Music* on WQXR, New York, is now sold for a year's period, effective Feb. 1, with Stromberg-Carlson Telephone Mfg. Co., Rochester, renewing its thrice-weekly sponsorship of the 7:30-8 p.m., and S. A. Schonbrunn & Co., New York (Savarin coffee), signing for the remaining three evenings. Stromberg agency is McCann-Erickson, New York, and Arthur Kudner, New York, handles the Schonbrunn account.

W. T. OTTO STAMP Co., Brooklyn, on Feb. 8 started a 13-week series of Sunday evening stamp programs on WWRL, New York, with Walter Kaner, WWRL publicity director who has conducted a weekly stamp program over the station for the past three years, writing and conducting the show. Programs feature a stamp quiz among high school students, stories about stamps and interviews with philatelists. Account is handled direct.

GRUNOW GROVES, Phoenix, Ariz. (grapefruit), new to radio, in a 13-week Southern California test campaign, is using twice-weekly participation in *Norma Young's Happy Homes*, on KHJ, Hollywood, as well as participation once weekly in *Mirandy's Garden Patch* on KFI, Los Angeles. Agency is Dan B. Miner Co., that city.

INDIANA SERVICE Corp., Fort Wayne (public utility), is sponsoring series of transcribed programs, *The American Challenge*, Sunday afternoon half-hour dramatizations of events in American history.

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
•
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

GASPIPE CAMPAIGN
Being Placed by Beechnut On College Stations

CULMINATING a successful trial campaign of intramural college broadcast advertising last year on WMS, "gaspipe" station of Williams College, the Beechnut Packing Co., Canajoharie, N. Y., has decided on an extensive campaign on all college radio stations, according to Louis M. Bloch Jr., business manager of Intercollegiate Broadcasting System, national representatives of the stations.

The schedule, calling for a total of 4,628 fifteen-second spot announcements on 15 IBS stations, will alternate five daily plugs for Beechies one week and for Beechnut Gum for three weeks. Commercials will be recordings of the now familiar Beechnut jingles on regular stations. Stations include: Harvard, Yale, Princeton, Brown, Cornell, Columbia, Rhode Island State, Union, Williams, Wesleyan, U of Connecticut, Knox, Georgetown, Hampton and Hamilton.

Radio Club Aids

RADIO EXECUTIVES CLUB of New York will serve as a clearing house for requests for time made by the Office of Civilian Defense for Greater New York under a plan outlined at the Club's regular weekly luncheon last Wednesday by Robert Spafford, radio director of the OCD in New York. President John Hymes appointed Arthur Sinsheimer of Peck Adv. Agency chairman of a committee to work with the OCD. Hans Jacob, of WAAT, Jersey City, and WRUL, international station in Boston, spoke on the use of radio as an international propaganda medium, and the Sonovox, instrument for adding speech to orchestral music or to nonmusical sounds, was demonstrated. Out of town guests at the luncheon included Arthur Kemp, CBS Pacific Coast sales manager; M. F. Allison, promotion manager, WLW; Dalton Le Masurier, president, KDAL; John Clear and John Halper, Office of the Coordinator of Inter-American Affairs; Lieut. John Gunther, U.S.N., formerly with WLWO.

IMPERIAL LOAN Co., Chicago, on Jan. 26 started *Money in Your Pocket*, quarter-hour five times weekly telephone quiz program on WCFL, Chicago. Account was placed direct.

WM. PETER BREWING Corp., Union City, N. J., on March 2 will start a 13-week campaign of 36 one-minute transcribed announcements weekly on WINS, New York, for its beer. Other stations in New York City and vicinity are under consideration, according to Radio House Agency, New York, agency in charge.

PACIFIC STATE LOAN Co., Los Angeles, in a 13 week campaign which started Feb. 2, is using thrice-weekly participation in *Knox Manning News* on KNX, Hollywood, as well as 35 spot announcements per week on KIEV, Glendale, Cal. Allied Adv. Agencies, Los Angeles, is the agency.

COOK PRODUCTS Co., San Francisco (Girard's salad dressing), on Jan. 21 started for 13 weeks a weekly participation in the *Noon News* on KFRC, San Francisco. Agency is Rhoades & Davis, San Francisco.

H. S. BARNEY Co., Schenectady (department store), is sponsoring for one year the daily 8:55 a.m. newscast on WTRY, Troy, N. Y.

WMAQ
CHICAGO · SUPERIOR 8300

THE CHICAGO STATION MOST PEOPLE LISTEN TO MOST

YOU COVER NINE METROPOLITAN DISTRICTS IN ADDITION TO CHICAGO WHEN YOU USE WMAQ

(RACINE • KENOSHA)
MADISON ROCKFORD
(DAVENPORT • ROCK ISLAND • MOLINE)
PEORIA GRAND RAPIDS DECATUR
SPRINGFIELD SOUTH BEND

These 9 metropolitan districts* in addition to Chicago—the second largest market in the United States—lie within the primary listening area of Station WMAQ.

The people living in all of these markets—according to a recent survey—listen more to WMAQ than to any other Chicago station—just as residents of Chicago listen more to WMAQ than any other station.

There are only 140 metropolitan districts in the entire country, so covering 10 of them effectively with one station is an advertising opportunity of no mean importance.

Information about these 10 metropolitan centers and all the remaining territory covered by WMAQ will be sent you upon request.

Why be satisfied with less when you can have the best?

**Population concentration 100,000 or more.*

WMAQ
CHICAGO KEY STATION OF THE FAMOUS NBC RED NETWORK—REPRESENTED NATIONALLY BY NBC SPOT OFFICES IN NEW YORK · BOSTON · CHICAGO · WASHINGTON · CLEVELAND DENVER · SAN FRANCISCO · HOLLYWOOD

There's
Opportunity
for you
in
'42
in the
active
Intermountain
Market

KDYL

The
POPULAR
Station
Salt Lake City

JOHN BLAIR
& COMPANY
National Representatives
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NBC
RED
NETWORK

RADIO TRAINING AND THE WAR

Technicians Dominate Struggle and Drive Gets Under Way to Provide Plenty of Them

By WM. D. BOUTWELL

Chief, Division of Radio, Publications & Exhibits, U. S. Office of Education

THE JAPANESE attack on Hawaii put the nation's radio training program on a war basis. In an exceptional sense, this is a war of technicians. It is a war of communications, and radio occupies a strategic position in the modern world of communications.

Mr. Boutwell

Branches of both the Army and the Navy have announced that the need for trained men possessing knowledge in radio is a real one. The Army Signal Corps asks the Civil Service Commission to conduct learner aptitude tests throughout the country in order to recruit an adequate number of trained radio personnel and the Office of Education is planning to expand training under the national defense vocational training program in radio maintenance and radio repair. Meanwhile the radio training program is moving forward on three major fronts:

First, there are regular vocational training courses financed jointly by the Federal Government and the various States and administered by the Office of Education in cooperation with State boards for vocational education and local public schools. Radio training is given as a full-day, four-year course. These courses have been given throughout the country for the past ten years. At present, 2,500 are enrolled. As a part of the same regular vocational education programs giving instruction in radio, there are the evening trade extension courses. About 1,000 are now taking these classes. Part-time trade extension and trade preparatory courses train 2,500 additional persons.

Repair Courses

Second, there are courses in radio maintenance and repair being given in scattered localities under the national defense vocational training program paid for by Office of Education administered funds. The courses are of below college level.

About 3,000 NYA youth get training in radio theory. This instruction is also financed by Office of Education vocational defense funds. A course in building radio equipment, given for the same group, is financed by NYA funds.

Third, major radio training front to meet wartime needs is the college level engineering course.

On the day after the Japanese attack on Pearl Harbor, the War and Navy Departments asked the National Defense Committee of the NAB to promote and publicize the need for radio training courses at college grade. A course outline for high school graduates has been prepared with the assistance of college professors and broadcasting engineers and is being distributed by the NAB.

Congress appropriated $17,500,000 to the Office of Education to meet the cost of "short courses of college grade provided by degree-granting colleges and universities pursuant to plans submitted by them and approved by the Commissioner of Education, which plans shall be for courses designed to meet the shortage of engineers, chemists, physicists and production supervisors in fields essential to the national defense."

College-level courses, of which there are now 150, are rapidly increasing. They are devoted chiefly to communication and airplane detection. College seniors, in 42 electrical engineering schools, are getting instruction in use of ultra-high frequency for airplane detection.

Radio Vital in War

Courses in radio communication are especially vital because it is by means of radio that tanks, trucks and airplanes maintain communication with each other in wartime.

Under the law providing funds for defense training, most schools which grant four-year engineering degrees are qualified to give ESMDT engineering courses. Radio instruction may be given in qualified physics departments.

Liberal arts colleges which have good physics departments can also provide this instruction. The assistance of broadcast engineers in the vicinity of the college is necessary since the capacity of engineering schools is inadequate for mass training.

Other qualified schools are urged to arrange special radio courses. Some colleges and universities are already doing their part. Rutgers University, for example, now sponsors more than 100 courses within its area. The weekly schedule varies, but generally it is three hours a night, three nights a week.

Young women with aptitude are eligible to take ESMDT courses and many women are now serving in the war effort.

Broad objective of radio technician instruction, of course, is to produce graduates with at least a technical knowledge of the level possessed by the holder of a Grade B amateur license, minus code and radio law.

Cooperation in the over-all radio training program is splendid. For instance, the Case School of Applied Science at Cleveland, is preparing to sponsor radio technician courses at the following institutions: College of Wooster, Hiram College, Oberlin College, Baldwin Wallace, Youngstown College, and John Carroll University, and this within a few days after the Army and Navy made clear their needs.

The Army alone needs about 6,000 officers and 100,000 enlisted men, together with several thousand civilian radio technicians of professional grade. It is apparent the largest number the schools can train will not be too many.

Time is now of the essence. American education is moving forward on these fronts to train a vast army of radio technicians.

"He wants to know is it possible to get outside the 6,515 square mile primary coverage area of WFDF Flint Michigan."

GILLETT ENTERING DEFENSE SERVICE

GLENN D. GILLETT and his associates, J. W. Wright and Henry Riblet, Washington consulting radio engineers, as of Feb. 1 commenced their duties at an unnamed New England base as engineering research experts working under the National Defense Research Council.

Mr. Gillett

They have been mustered in for the duration as civilian employes, and the Gillett Washington office will be discontinued as of April 1. The Council has allowed Mr. Gillett to devote part time until then to complete commitments to his clients, who include numerous broadcasting stations. Arthur Dornblum will continue until April 1 in the Washington office.

Mr. Gillett, a 1919 Harvard College graduate and 1921 Harvard engineering graduate, served with the AT&T on radio development work from 1922 to 1930, making the first field strength measurements on broadcast stations and initiating the practice of using contours to depict field strength distribution. The following two years he was with the Bell Laboratories working on synchronization. He entered into private consulting practice in Washington in 1932. Mr. Wright is an engineering graduate of Utah U and Mr. Riblet was graduated from Friends College, Wichita. Their families will join them at the place of their new work.

WIS COLUMBIA, S. C.
5000 Watts Day — CP 5000 Watts Night
560 KC • NBC Red
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

in the CONTROL ROOM

HAROLD CRISPELL, manager of the Hollywood office of Commercial Radio Equipment Co., on Feb. 1 joined the Signal Corps of the Army with the rank of Second Lieutenant. He has been replaced by Orren Nye, from the Kansas City office of Commercial Radio. Bob Tschannen, field engineer of Commercial, recently joined the Navy in Washington as civilian radio engineer.

JIM GREENWOOD, assistant chief engineer of WCAE, Pittsburgh, has enlisted in the Navy. Nelson Nichols will soon start training with the Naval Air Force. Other WCAE technicians now in the service are E. E. MacCosbe, chief engineer, and Giff Bixbee.

KEN McLEOD, transmitter engineer of W65H, Hartford, will instruct classes to train technicians and operators for Government service.

NICHOLAS PIELER, formerly of WBIG, Greensboro, N. C., and Frank T. Colvert, previously with the state highway department, have joined the control staff of WPTF, Raleigh, N. C.

BOB WILLIAMS, formerly of the engineering staff of WDZ, Tuscola, Ill., has volunteered in the radio division of the Army.

J. R. POPPELE, chief engineer of WOR, New York, is taking a vacation in Florida.

AUBREY POSEY, engineer of WOR, New York, on Feb. 14 will marry Jean MacGowan. Ed Scatterday, also of the WOR engineering department, has taken an indefinite leave of absence to go into special defense work.

MILTON T. PUTNAM, formerly chief engineer of WDWS, Champaign, Ill., is now an assistant corps area engineer with the sixth corps area headquarters, Chicago.

EDGAR KAMPF, formerly of NBC, has resigned as president and a member of the board of directors of General Sound Corp, Brinckerhoff Studios, to act in an advisory engineering capacity in Washington.

ERNEST STANTON, formerly a ship's operator, has joined the engineering staff of KRIC, Beaumont, Tex., replacing Winston Chilton who has gone to KTOK, Oklahoma City.

BILL SEYMOUR, night supervisor of operations of WBBM, Chicago, on Jan. 26 became the father of a boy.

ERNEST WILMSHURST, KFI-KECA, Los Angeles, engineer, is the father of a boy born recently.

RAY EVANS, formerly with WPFO, police radio station in Knoxville, has joined WROL, Knoxville, as transmitter operator. George Rawlings, transmitter engineer, resigned to join WGRC, Louisville. James N. Gilbert, formerly of WBLJ, Dalton, Ga., has joined the engineering staff of WROL.

SOL DUBIN has joined the technical staff of CJKL, Kirkland Lake, Ont.

HENRY CALDWELL, Hollywood sound engineer of National Recording Supply Co., has joined the Naval Reserve as radioman second class, stationed at San Diego.

BOB CLARK Jr-, sound man of WJR, Detroit, has enlisted as an aviation cadet at Kelly Field, Texas.

RAY GONDEK and John Dinter, of WBTA, Batavia, N. Y., have joined WHAM, Rochester.

THOMAS F. VAN ALSTYNE, of WIBX, Utica, has joined WGY, Schenectady.

JACK CONNELLY, engineer of KGNC, Amarillo, Tex., is the father of a baby girl, born Jan. 29.

ENGINEER DRIVE
Launched in the Rockies With RMRC Cooperation

SETTING in motion the technician drive in Colorado and Wyoming under the ESMDT organization sponsored by the U. S. Office of Education, the Rocky Mountain Radio Council has announced primary training courses will be launched Feb. 9 and 10. Classes have been organized in Denver, Golden, Colorado and Pueblo by U of Colorado, U of Denver and Colorado School of Mines with the assistance of KOA, KLZ, KFEL and KMYR, Denver; KVOR, Colorado Springs, and KGHF, Pueblo.

The Rocky Mountain Radio Council, which is helping to coordinate the move, also announced that similar training is to be given in Northern Colorado and Wyoming by the Colorado State College of Agriculture & Mechanic Arts and U of Wyoming. Sections will be opened in other cities if the demand is sufficient.

Wireless Group to Meet

VETERAN WIRELESS Operators Assn. will hold its 17th anniversary Dinner Cruise at the Hotel Astor, New York, Feb. 21. A Marconi memorial service award plaque will be presented to the Pan American Union and medallions to the Presidents of the 20 Latin American republics for their increasing use of wireless communication in effecting better inter-American understanding. VWOA will also award medals of valor to the wireless operators of the Army, Navy and Marines who rendered heroic service at Corregidor, Pearl Harbor and Wake Island.

More Operators Needed

ANNOUNCEMENTS of examinations for radio operators have been made by the Civil Service Commission, operators being required for regular watch for transmission and reception for the War Department, FCC, Civil Aeronautics Administration, Coast & Geodetic Survey and other Government agencies. No paid experience is required for applicants but ability to transmit and receive messages by radio-telegraph 20 words per minute is required as well as typing ability of 40 words per minute or teletypewriter, 35 wpm. Age limits are 18-55.

"Cap" Cotton says:

"Memphis IS THE COTTON CAPITAL OF THE WORLD AND THE INDUSTRIAL CAPITAL OF THE MID-SOUTH."

Covered by WMC ★ 5,000 Watts Day 1,000 Watts Night MEMPHIS, TENN.

NBC RED NETWORK
Owned and Operated by
THE COMMERCIAL APPEAL
Represented Nationally by
THE BRANHAM CO.

ENGINEER COURSES BEGIN IN CHICAGO

MACHINERY was set in motion last week in Chicago for training broadcast technicians under the U. S. Office of Education nationwide training plan in conjunction with NAB. H. T. Heald, president of Illinois Institute of Technology and regional advisor of the Office of Education, in charge of the project, announced courses start Feb. 23 at Northwestern U, U of Chicago and Illinois Institute of Technology.

Courses are for 16 weeks with paid instructors, most of whom will be recruited from local stations. In addition, WBBM, Chicago, at its own expense has started a tuition-free basic course in radio telegraphy open to individuals without previous radio experience.

Chicago stations have been broadcasting announcements and close to 10,000 written inquiries have been received. The following administrative committees were organized to get the project under way—Instructor personnel: Carl Meyers, WGN, chief engineer, chairman; Theodore Schreyer, operations supervisor, NBC, Chicago; Charles Warriner, president ABTU, Local 1220 and staff engineer of WBBM, Chicago. Applications selection committee: H. B. Lemmon, U of Chicago; A. B. Bronwell, Northwestern U; R. I. Saracher, Illinois Institute of Technology. Committee in charge of radio announcements: Al Hollender, WJJD, Chicago; Frank Baker, WLS, Chicago.

KFSD The N B C Station

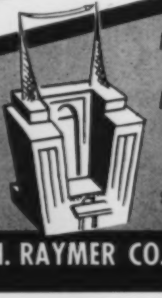
SAN DIEGO America's fastest growing BIG city

600 Kilos. The best frequency for REAL coverage

WAR HAS moved thousands more people to SAN DIEGO . . .
(Now over 333,000 city residents)
HAS brought KFSD audiences to a new high.
HAS again increased the value of your advertising dollar spent on KFSD.

You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.



For complete information contact our National Representatives or write KFSD San Diego, California

National Rep. PAUL H. RAYMER CO. NEW YORK • CLEVELAND CHICAGO • DETROIT SAN FRANCISCO • LOS ANGELES

Texas
Gulf Coast
Industrial Area

STAGGERING THE IMAGINATION....

$100,000,000.00

....ALL IN ONE SPOT!

Here's the **New** market you've been looking for — **$100,000,000.00** in Defense Contracts dropped right into the heart of this **concentrated Texas Gulf Coast Industrial Area** — and that in addition to the already prosperous retail trade in the Beaumont-Port Arthur Metropolitan Areas. **$53,628,000.00** was spent in the retail stores of these two cities in 1939, according to official census reports. ***PLACE YOUR SCHEDULES WHERE YOU KNOW THE PAYROLL!***

KFDM
FULL TIME
560 KC
1000 WATTS
BEAUMONT
NBC BLUE NETWORK
Represented by HOWARD H. WILSON COMPANY

AGENCY *Appointments*

KENT KISE PRODUCTS, Kansas City, to Video & Sound Enterprises, Omaha. To use radio almost exclusively.

SCOGIN TURBULATOR Co., Kansas City, to Video & Sound Enterprises, Omaha. Use of radio expected.

ELECTRONIC RADIO-TELEVISION Institute, Omaha (radio and telegraphy schools), to Video & Sound Enterprises, Omaha. Radio and other media used.

INTERSTATE BAKERIES Corp., Kansas City, to Dan B. Miner Co., Los Angeles, for Western Division bakery plants only.

CLEVELAND VON Co., Cleveland (proprícthy), to Associated Newspaper Service, Cleveland. Said to use radio.

E. P. DUTTON & Co., New York (publishers), to Schwab & Beatty, N. Y.

J. A. WRIGHT & Co., Keene, N. H. (silver polish), to Charles W. Hoyt Co., N. Y.

Navy Honors RCA

RCA MFG. Co. has been awarded a Navy "E" pennant for "outstanding results in the production of material vital to our war effort," the company reports. Secretary of the Navy Frank Knox sent the following telegram to George K. Throckmorton, president of RCA Mfg. Co.: "The splendid achievement of the RCA Mfg. Co. of Camden, N. J., its management and its employes in producing an ever growing output of material for the United States Navy is characteristic of the vigor, intelligence and patriotism which have made America great and which have kept her free. On this occasion of public recognition of your accomplishments, please accept my congratulations."

IN 1942... COVER THE DETROIT AREA BETTER... FOR LESS

CKLW

5000 WATTS
DAY and NIGHT
●
MUTUAL BROADCASTING SYSTEM

● reach the millions of able-to-buy workers in the defense-active Detroit area . . . with CKLW. This live-wire station has a primary coverage of over eight million people. 22 hours daily, the CKLW signal, at 800 kc. covers America's 3rd market—completely!

800 KC.

REVEILLE BREAKFAST opened the 1942 Boy Scout campaign in New York, in which a number of industry figures are active publicity committee members. The committee members are (back row, l to r), Allan Hall, Transit Advertisers; Kenneth Groesbeck, Ruthrauff & Ryan; L. E. Patrick Dolan, Columbia Recording Co.; Kenneth Collins, Arthur Kudner Inc.; Phillips R. Turnbull, president of Rogers Peet and general campaign chairman; Louis Ruppel, CBS publicity director and campaign publicity chairman; Hal Rorke, assistant CBS publicity director. Scouts are Harris Sarkisian, Nicholas Caredll, W. Robson, E. Freud, G. Louie.

Heiress There

CASE INVESTIGATORS for the CBS *Are You a Missing Heir* program, sponsored by Ironized Yeast Co., recently spent some four weeks seeking one Agatha Friedrick to claim one-fourth of a $20,000 estate left by her aunt, Ethel Friederick. Imagine their surprise when they finally located her as a scriptwriter in Ruthrauff & Ryan, New York, the agency handling the show. Scriptwriting, incidentally, for *The Shadow*, MBS program sponsored by D. L. & W. Coal Co., through R&R.

Win WOR Awards

JUNUMAE C. FALLON of the transcription and recording division of WOR, New York, and Richard Pack of the WOR press department, have been announced grand award winners by the WOR Suggestions Committee for submitting outstanding ideas for the station in the past six months. Current award winners among WOR employes are: Jack Mohler, promotion department; Owen Doherty, porter; James Martin and Robert Granik, mail department; Harold Hadden, engineering department, and Robert I. Garver, sales.

Where But
WSYR
SYRACUSE
can you get COMPLETE program building facilities

FCC RECONSIDERS WTNJ OPPOSITION

IN AN UNUSUAL action, the FCC last Tuesday on its own motion set aside a previous order dismissing a protest of WTNJ, Trenton, seeking rehearing of a grant of a new regional to Trent Broadcasting Co., to which the call letters WTTM have been assigned. WOAX Inc., licensee of WTNJ, had appealed to the U S. Court of Appeals for the District of Columbia from the new grant.

The Commission announced that WOAX Inc. will be given 20 days to file additional material or affidavits and the applicant 10 days thereafter to file the answer. "The Commission will then be able to dispose of the matters raised by the petition for rehearing on its merits," it said.

It is presumed that the FCC will seek to have the court dismiss or remand the appeal, since the issue upon which the appeal was based was purportedly procedural and becomes moot with the reopening of the case. The grant to Trent Broadcasting Co., made July 30, 1941, was for 1,000 watts fulltime on 920 kc., using a directional antenna.

Eleven stockholders, each holding 9.09% in the company, were listed as the applicants, among them A. Harry Zoog, part owner and manager of WFPG, Atlantic City [BROADCASTING, Aug. 4-41].

WCHV Seeks Change

DISSOLUTION of the Community Broadcasting Corp., licensee of WCHV, Charlottesville, Va., is sought in an application to the FCC by Charles Barham Jr., 99.7% owner of the station. Mr. Barham, along with his wife, Emma Lou Barham, proposes to reorganize the operation of WCHV as a partnership doing business as Barham & Barham. The FCC reports no consideration is involved.

WHEB, Portsmouth, N. H., has applied to the FCC for authority to increase its power from 1,000 watts to 10,000 watts and to increase its operating hours from limited time to daytime on 750 kc.

Studio Notes

RATE CARD No. 23, effective Feb. 1, 1942, has been issued by WMCA, New York, showing no change in the basic one-time rate for general broadcasting and no alterations in the dollar volume and weekly discounts. A new classification, "run of schedule announcements", has been added to the rate card, requiring a minimum of 10 announcements a week, which may be combined with station breaks and inserted in sustaining programs at station's discretion.

WJLS, Beckley, W. Va., reports over 20 applicants have been accepted so far for the defense technician courses given by West Virginia U, Beckley College and WJLS. Classes will begin Feb. 10 under Al J. Ginkel, chief engineer of WJLS.

WLB, Minneapolis, U of Minnesota station, broadcasts twice-weekly the entire lectures of the school designed to give the public a comprehensive background of the war. WLB then cooperates with the lecturers in transcribing condensed versions for rebroadcast by WCCO, Minneapolis, as well as WHA, U of Wisconsin station at Madison, and WOI, Iowa State College, Ames.

WIBG, Glenside, Pa., has awarded to Frank J. Larkin Construction Co. the contract to build its new studios and offices at 1425 Walnut St. in downtown Philadelphia. Gleeson & Mulrooney, architects, made the plans, which in part, call for a sidewalk broadcasting studio. Because of priorities, the new studio site is not expected to be ready until next October. The station had hoped to be in its Philadelphia quarters by April.

KGVO, Missoula, Mont., on Jan. 27 received a certificate of award from the Missoula Junior Chamber of Commerce in recognition of the station's cooperation toward social and civic advancement. The award was received by Manager A. J. Mosby.

WCOS, Columbia, S. C., has negotiated with ASCAP for the return of their music to that station, signing a blanket contract retroactive to the beginning of 1942.

WTAG, Worcester, Mass., in the interest of civilian morale, has discontinued use of the siren on the WTAG special events mobile unit. Hereafter WTAG will use a powerful red light flasher in rushing to emergency pickups.

WJBK, Detroit, has introduced *We're Going Over Again*, new patriotic song written by Joseph Bloom, president of Forjoe & Co., New York, representative of WJBK, and arranged by Pete Angel, director of WJBK's staff orchestra. Song was first aired on *Spice O' Life*, variety show sponsored by People's Outfitting Co.

Rising Connollys

RADIO'S famous Family Patt, whose members hold important positions in stations throughout the country, has some competition in the Connollys. James Connolly has just been named general manager of WMSD, Muscle Shoals, Ala.; John Connolly serves as manager of WBRC, Birmingham; and the eldest brother, "Dud" Connolly, is program director of WWRL, New York.

REPORTS from 218 counties show that 3,500 Texas schools use the *Texas School of the Air*, according to a survey announced by WBAP, Fort Worth. Report also contends that the State-supported feature has grown to be the largest of its type in the United States. WBAP originates the majority of the programs. WFAA, Dallas; WOAI, San Antonio; KPRC, Houston, and KGNC, Amarillo, also participate in presenting shows.

A SERIES of 20 programs for Latin-America originating from the Latin-American Fair of R. H. Macy & Co., New York department store, started recently on joint facilities of two CBS international stations WCRC and WCBX, daily except Sunday, 4:45-5 p.m. Terig Tucci, CBS Latin-American network music director, supervises the music.

WCPO, Cincinnati, has started a new series, *Meet the Navy*, designed to give Americans a close-up of the Navy.

WDAY, Fargo, presented a number of NBC stars at the annual Jack Frost Winter Carnival, Feb. 5-8. M.c. was Glyde Snyder and the carnival presented dancing acts, chorus numbers, acrobatics and instrumentalists.

KSOO and KELO, Sioux Falls, S. D., will sponsor the South Dakota Golden Glove Boxing Tournament scheduled for Feb. 18-19. Sportscaster Russ Van Dyke is offering a trophy to the contestant displaying the best sportsmanship.

WGKV, Charleston, W. Va., and the *Charleston Gazette* for the second successive year will co-sponsor the local Golden Gloves Boxing Tournament. WGKV will feature several pre-fight programs.

NBC Latin Additions

NBC has announced the addition of four Mexican stations to its Pan American Network, bringing the total of Latin American affiliates to 124. New stations are XEBA, Guzman; XEBX, Sabinas; XEDE, Saltilla; XEDF, Los Mochis.

Lady Esther Music

AS REPLACEMENT for Orson Welles, who leaves shortly for a South American goodwill tour, Lady Esther Co., Chicago, has signed Freddy Martin's Orchestra to start Feb. 9 on CBS in the Monday 10-10:30 p.m. spot [BROADCASTING, Feb. 2]. Agency is Pedlar & Ryan, New York.

Balter to WCPO

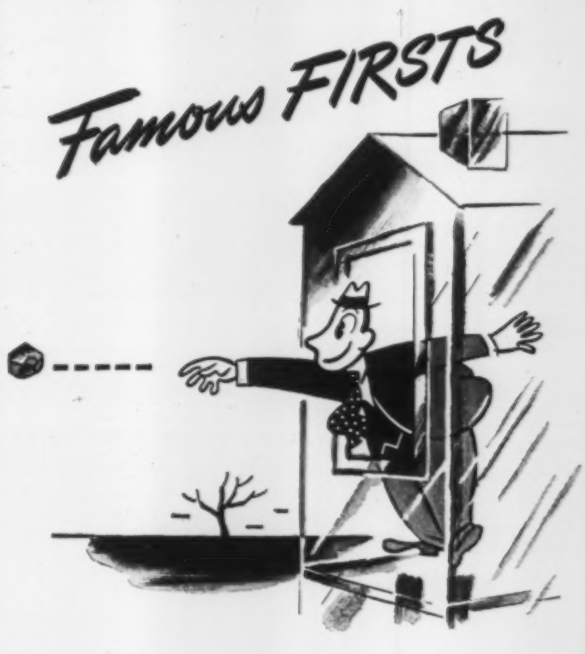
SAM BALTER, whose *Inside of Sports* has been on an MBS coast-to-coast hookup for three years, has been signed to broadcast the 1942 games, home and away, of the Cincinnati Reds, it has been announced by Mortimer C. Watters, general manager of WCPO, Cincinnati. On March 8 Balter will start broadcasting the pre-season games of the Cincinnati Reds' Grapefruit League games and in addition will conduct a nightly sports program.

SPONSOR SAVED
When KTSA Brings Man on Street into Studios

RESOURCEFULNESS typical of radio was exhibited recently by KTSA, San Antonio, in saving a program banned by the censors. KTSA's *Man-on-the-Street*, one of the older sponsored features conducted from a pickup point on the street in front of the Gunter Hotel studios, appeared jeopardized recently when the Office of Censorship released its radio code with the open-mike ban.

However, KTSA officials immediately ordered the noon broadcast transferred back into the studios. There, where there are as many as 50 people during the broadcasts thus providing plenty of interviewees, the program is run off without violating the regulations and without losing a sponsor. Fitting climax is that KTSA has renamed the show *Man-OFF-the-Street*.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE . EDWARD PETRY & CO.


Famous FIRSTS
First MAN WHO LIVED IN A GLASS HOUSE TO THROW A STONE
and FIRST in Washington
WRC
980 KC 5000 WATTS
RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington—New York—Chicago—San Francisco—Boston—Cleveland—Denver and Hollywood

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Where Sales Multiply

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE •

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Radio in Hawaii

(*Continued from page 12*)

lowed shortly by announcements for all civilians to get off the streets and highways and to take cover. Civilians were ordered to stop using their telephones, and we were told that almost immediately the telephone exchanges, which had been badly overtaxed, were cleared so that important telephone connections could be made.

Greatest of all was the part played by radio in keeping the population calm and orderly, and in assembling emergency medical workers in addition to all available doctors and nurses, trucks and truck drivers, motorcycle riders, firemen, police reserves, fire wardens, and many others important to the defense of the Island or the care of dead and wounded. Radio broadcasters, although they knew that radio stations were potential objectives for bombs, stayed steadfastly and courageously at their positions. Incidentally, there were explosions quite near both Honolulu radio stations, but no damage done.

Implicit Faith in Radio

Today, everyone in Hawaii has implicit faith in radio, as a result. The entire Territory is blacked out nightly. No one, except those on official business, is allowed on the streets at night. For the first time, nearly 100% of the population here stays home. There is nothing else to do since all places of amusement or entertainment are, of course, closed after dark because there is no one to patronize them.

The result is that virtually 100% of the population depends on and tunes to the radio stations for entertainment and information. Until you have been home all evening in a blackout room for many weeks in succession, you will never know what it's like. Few people read, because of the dimmed lights. Nobody wants to read much anyhow. So there they sit and listen to the radio, simply aching for good radio entertainment.

For this reason, it is most urgent that radio stations here should have as many high-class programs as possible—particularly variety shows with some comedy, the good musical programs, both popular and classical, good dramatic shows, and in fact, just about everything that radio has to offer. Our gasoline has been sharply restricted, and housewives who used to gad about doing their daily shopping and visiting, now do most of their shopping by telephone, and stay home. The daytime serial shows thus become a very important part of their lives.

A Patriotic Service

We are appealing to the networks, the network sponsors, and all those companies and agencies which place spot radio, to do everything in their power to send us good programs. Radio stations have got to stay on the air down here to maintain morale. We have been hard hit financially, and if we are to continue to operate properly, we must keep our heads above water.

But, above all, we need good programs, and whoever sends them down here, either over the networks by shortwave or by electrical transcription, will be doing a great patriotic service to those men in the armed forces, and those men and women of the civilian defense workers who are out here on this important part of the first line of battle. We will greatly appreciate whatever you can do to help us to help these people. By doing so, you will be performing a service to the radio industry, and to our great country.

OLD MAN
MOSE
IS
~~DEAD~~
DYING
THROUGH!
ATHLETES FOOT
Jr.
Back from the WARS
WELCOME

RHEUMATIC SIEGE suffered during the last half of January by genial Frank E. (Tiny) Elphicke, manager of CJRC, Winnipeg, led the staff to "merchandise" his ailment with this array of posters and tonics decorating his office. Despite the cutout at the back, Tiny avows his troubles were not due to the well-known foot ailment.

Midway Greeting

DEFENDERS of Midway Island listened to friendly voices from home, over 3,000 miles away when KXL, Portland, Ore., recently put on a special late evening one-hour program of music and broadcast greetings from public officials to the marines on the island. The station received a cable from the marine commandant at Midway who reported reception was fine. Highlight of the broadcast was the appearance of "Toly" Tolman, staff vocalist of KGW-KEX, Portland, whose son Jack is stationed at Midway.

War Music Plans

NATIONAL MUSIC COUNCIL, composed of 37 organizations active in musical affairs, has drafted a comprehensive program for the use of music in wartime, including military, civilian and general objectives. In the military field, the Council plans to function as an information bureau for musical entertainment activities, to cooperate with the Joint Army and Navy Committee for Welfare and Recreation, to collect information on musical activities needed in Army camps and to promote the use of music in military hospitals for therapeutic purposes and recreation. Among members of the council are CBS and NBC, ASCAP, MPPA, NAPA and SPA.

WFIL Music Pact

WFIL, Philadelphia, has signed a new music contract with the Philadelphia musicians' union, Local 77, for the new year. Retroactive to Jan. 17, when the old contract expired, the new terms provide an increase of $4 per week per man, and 45-week employment as compared to 39 weeks the past two seasons.

Kennedy Takes Charge Of W. Va. War Output

Mr. Kennedy

VOLUNTEERING as a "dollar-a-year-man", John A. Kennedy, president and general manager of the West Virginia Network, operating WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg, and WSAZ, Huntington, is devoting practically all of his time as chairman of the West Virginia operations of the War Production Board. Many West Virginia plants are loaded with war production, and the board's function is to stimulate activities in diverting plants to war and materiel and in procuring priorities for smaller manufacturing establishments.

Mr. Kennedy, an NAB director and a former newspaper correspondent and publisher, on Dec. 15 was named chairman of the West Virginia Advisory Committee of the War Production Board, contract and distribution branch. Branch offices have been established in Wheeling, Charleston, Huntington and Clarksburg.

Piracy of Idea Charged

SUIT was filed last week in New York Federal Court by Opera Theatre against CBS, Young & Rubicam, Celanese Corp. of America, Management Charles L. Wagner Inc., and various individuals of the agency, the Wagner Co., and members of the program *Great Moments of Music*, sponsored by Celanese on CBS. Piracy of idea is claimed.

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ
The only CBS outlet for Northeastern Wisconsin
GREEN BAY, WISCONSIN

Harris Resignation Opens FCC Posts

Vacancies in Law Department May Be Filled From Staff

WITH THE resignation last week of Thomas E. Harris as assistant general counsel of the FCC in charge of litigation, two vacancies in the law department are expected to be filled shortly. Theodore L. Bartlett, principal legal administrator, went on indefinite leave last week as a major in the Communications Division, Air Corps [BROADCASTING, Feb. 2].

Mr. Harris

Mr. Harris' post may be filled by promotion. One report current was that General Counsel Telford Taylor might recommend shifting of Benedict P. Cottone, assistant general counsel for common carriers, to the administrative post vacated by Mr. Harris. Frank Warren, chief aide to Mr. Cottone, under such a shift would be slated for the general counselship for common carriers.

Maj. Bartlett

Mr. Harris on Feb. 9 assumed his new assignment as assistant general counsel of the Office of Price Administration in charge of consumer rationing. He has been with the FCC, as assistant general counsel, since June, 1941.

A 1932 graduate of Arkansas U, Mr. Harris received his LL.B. from Columbia U, New York, in 1935. During the next year he was law clerk for Supreme Court Justice Harlan Fiske Stone, going from this post into the Washington law firm, Covington, Burling, Rublee, Acheson & Shorb, where he stayed another year. In 1937 he entered the Justice Department in the Lands Division, remaining there two years before being transferred to the Solicitor General's office for two more years until he joined the FCC.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel), for benefit of U. S. armed forces abroad, on Jan. 31 started shortwaving a delayed broadcast of the weekly NBC *Al Pearce & His Gang* via WRCA and WNBI, Bound Brook, N. J., and WBOS, Hull, Mass.

WKY NOISE EFFECT

Resume of Hitler Talk Spiced By Fuehrer in Action

WHILE Adolf Schikelgruber was observing the anniversary of the Nazi party by declaiming to a Berlin assembly, Bob Eastman, news editor of WKY, Oklahoma City, wearily listened at the station's shortwave post, with his 11 a.m. newscast due in 10 minutes.

As the Fuehrer went into his second hour, Eastman rapidly summarized the speech and then warned the WKY control room they might have a surprise on the newscast.

Opening the program with a brief resume of the address, Eastman continued, "While we have been giving this summary, we have been listening to the Berlin speech by headphones. Hitler is still going strong and to prove it, listen!" The shortwave pickup was then fed into the news line just as Hitler unloosed one of his most fervent passages. The pickup was for only 45 seconds; that was all Oklahomans wanted to hear.

War Speeches on Discs

RECORDING DIVISION of WOR, New York, last week released for commercial sale a $4 album of five double-faced 12-inch records, titled "Words That Shook the World", containing the recorded speech of President Roosevelt asking Congress to declare war on Japan, and Winston Churchill's address to the joint session of Congress. The two speeches in the album were taken from WOR's collection of over 2,000 off-the-air recordings of historic broadcasts.

Video Raises Funds

FIRST PUBLIC auction to be held via television brought in more than $700 to the Fight Infantile Paralysis campaign, according to CBS, which recently telecast the auction of President Roosevelt's autographed engagement sheet for Jan. 20 on its television station WCBW. During the half-hour auction, televiewers made unsolicited contributions to the fund and phoned in their bids for the engagement sheet to the CBS television studios. The $500 bid of William Morris, New York theatrical agent, was the highest of the evening.

Barney's Bike

SHELVING his V-8 for the duration, at least on the home-to-office run, Barney Lavin, commercial manager of WDAY, Fargo, N. D., now regularly commutes to and from the studio via bicycle. He parks the cycle in an adjoining garage — probably from long habit.

IN PHILADELPHIA

Win **F**riends **I**nfluence **L**isteners

SELL THROUGH WFIL

Video Sets Converted

CONVERSION of all of its television sets to the new standards set by the National Television Systems Committee, has been completed according to Hamilton Hoge, president of U. S. Television Mfg. All outstanding sets are now adjusted to pick up present telecasts from NBC, CBS and DuMont in New York, plus one channel already tuned for MBS, he stated. In all, sets tune to five channels. Mr. Hoge stated his company has no more sets in stock and is devoting its entire efforts to the defense program.

Santa Ana Regional Asked

NEW 10,000-watt station on 830 kc. in Santa Ana, Cal., is sought in an application to the FCC by J. C. Horton, local furniture dealer. Station would operate limited time to WCCO, Minneapolis, the dominant 1-A station on that frequency. Santa Ana, about 35 miles southeast of Los Angeles, at present has a local outlet, KVOE.

MEASURES for the protection of its special events staff when covering fires have been taken by WTAG, Worcester, Mass., with the purchase of firemen's outfits, complete with rubber coat, special boots and debris helmets.

New Sustaining Features Are Begun by the Blue

AMONG the first of the new Blue Network sustaining shows set up last week was the *Meet the Navy* program, to be heard Tuesdays at 8:30 p.m. from the Great Lakes Training Station near Chicago. A similar program, providing good entertainment as well as "selling" the armed forces of the United States, is under consideration to promote the Army, according to Phillips Carlin, Blue vice-president in charge of programs.

Two shows built by the Blue's program department will start this month also, Mr. Carlin announced, including *Swop Nite Program* on Feb. 14, and Cab Callaway's *Quizzicale* on Feb. 18. The first is similar to the Yankee Network series heard in New England, and has been worked out in cooperation with *Yankee Magazine* so that a "swop list" can be issued, and the most interesting "swops" appear on the air as guests Saturdays at 8:30 p.m. The Callaway program, to be heard Wednesdays at 9:30 p.m., will feature an all-negro cast answering questions sent in by listeners for cash prizes of $1 to $5.

VICTOR J. ANDREW Co., Chicago, has moved to 363 E. 75th St., Chicago.

WHEC

ROCHESTER

N. Y.

BASIC CBS

National Representatives: J. P. McKINNEY & SON

KYW Sells Radio to Philadelphians

Art Contest Brings Works by Many Students

By LESLIE JOY
General Manager, KYW, Philadelphia

CHECK FOR $100 is handed to Shirley J. Hazelet for her prize-winning entry in the KYW, Philadelphia, contest, "Radio: Sentinel of Freedom", by Leslie Joy, KYW manager. Watching are (l to r) Sarah D. Morris, who won the $25 third prize; Gordon Hawkins, Westinghouse program supervisor; Roswell Coger, winner of $10 special mention; Paul W. Shoyer, winner of the $50 second prize.

TO ANYONE who has watched radio and its relations with the public over the days of its growth, it must have been apparent that something was lacking. Rather, a complacency — a "take - it - for-granted" attitude has been and is present in the way the listeners of the nation look at radio.

Because this is understandable—because every product or idea ever created has had to be sold, resold, and sold all over again—KYW today is sharpening up all the tools at its command to sell the American System of Broadcasting to every listening family in the Philadelphia area.

How It Works

Naturally, all of radio's blessings and benefits are too long a story to tell at once. Even the full tale of radio's significance in the present war emergency is a volume in itself. But KYW, through promotions and public relations campaigns of various types, does intend to paint this complete picture of American Radio. Not as an industry patting itself on the back, but by explaining simply and eloquently how the American System of Broadcasting works, what it brings and what it means to the family of today, and by what right it exists.

But where to start? This beginning must tie-in with today's thinking, which is concerned first and last with the raging threat to democracy. It seemed to us that so long as men can hear, speak, and think as they please, they will be free. So the theme, "Radio: Sentinel of Freedom" came into use.

And so, there we were faced with the problem of producing and delivering an important live radio program that in some way could be exclusively sponsored by a local or regional advertiser in any given market or markets. After 6 months study we found the answer, and nationally syndicated live network radio programs were born.

Strangely enough the answer was simple—for it was exactly that used for years by the national radio advertiser—who built a network show at great expense and amortized its cost against results in individual markets on his network, bringing his cost per city down to about the price of a good local show.

So we, too, decided to create either in New York or Hollywood, a live network radio program at a talent cost ranging from $5,000 to $7,000 per broadcast, and feed it by direct wire, to affiliated stations of MBS from coast-to-coast, making it available for exclusive local sponsorship in any market or markets of the Mutual network, the local or regional advertiser paying only his pro-rated share of the total talent cost, and since his prorated share was based on the actual potential of the market or markets involved, big name, in person network radio could fit immediately into the budget of the small-town merchant or the big-town manufacturer.

Our plan met with immediate success, both for ourselves and our participating sponsors. Let's take a look at the record! In 1935 as our first syndicated program we produced *Morning Matinee*, heard Thursday morning 9-9:45, and presented by the leading department stores in America. In 1936 by popular demand we repeated *Morning Matinee* and enjoyed a 90% renewal from our original advertisers. To this group we added additional furniture stores and grocery chains in an effort to diversify our sponsorship.

During these two seasons we established several pertinent facts. First—that even *Morning Matinee*, the most pretentious, live, daytime radio program ever presented in the commercial history of broadcasting—could *not* deliver to the advertiser, that vast army of career women — bookkeepers, stenographers, waitresses, sales women, etc.—who, in themselves, during staggered luncheon periods, represent an important part of the store traffic, of the retail merchant in any community.

Adapting the Ideas

How to use it? Many ideas were proposed, and our final decision rested on an art contest, from which we could gain eloquent picture expressions of the central thought, and at the same time see for ourselves just what and how seriously young Philadelphians think of radio.

Students of six Philadelphia art schools evidenced interest in the KYW Art Competition, but no greater than that of their instructors, who in many cases made participation a part of their class curricula for the month of November. KYW, in turn, made every effort to acquaint them thoroughly with the subject which they were to put on canvas.

Members of the staff conducted an inaugural meeting, and followed this up with almost daily tours of KYW for young artists who wanted to sketch, see, and learn about the things that make radio tick.

An excellent board of judges was chosen, including Walter K. Nield, vice-president and art director of the Westinghouse agency, Young & Rubicam; Edward Warwick, dean, Philadelphia Museum School of Industrial Art; Joseph T. Fraser, dean, Pennsylvania Academy of the Fine Arts; and Walter Antrim, city architect, Philadelphia. Selection of three prize-winning posters and an additional "special mention"

They Started Somethin'
BUT WE'RE GONNA END IT!

THEY STARTED SOMETHIN'
BUT WE'RE GONNA END IT,
Right In Their Own Back Yard!

We're Proud Of Our Country
And Proud To Defend It,
So, Yankee Doodle, Hit 'Em Hard!

Let's Put Our Shoulders to the Wheel.
The Whole Darn World Will Get
A Brand New Deal!

Oh!
THEY STARTED SOMETHIN'
BUT WE'RE GONNA END IT,
Right In Their Own Back Yard.

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BROADCAST MUSIC, Inc.
580 FIFTH AVENUE, NEW YORK CITY

WAR BOOM HITS
PIEDMONT SECTION OF
SOUTH CAROLINA
DOMINATED BY
WFBC - GREENVILLE
5000 WATTS "TEXTILE CENTER OF THE SOUTH"
OVER 150 ACTIVE ACCOUNTS
WEED & CO.

Radio: Sentinel of Freedom

I am the Genie that Mankind has called
Into his service . . . I am perfected by Man
Yet I am greater than he, for even as he
Creates me, I mould him, changing his thought
His customs, his habits, his very life itself
With the magic of my voice. At his bidding
I traverse the eternal hills. The surging seas
I overleap. For me no distances too great
For me there are no walls to hold, no barriers
Of Time or space . . . I am a Force
Conceived by Man, yet greater than man the individual
For I am compounded of the elements—
The tremendous things of Nature.

For Man I wear the motley and the masque.
For each Man I am that which he desires—
I am Music, I am Drama, I am Education—
And entertainment for his lighter moods.
I am to him whatever he may will,
Wherever he may be; in cities' crowded zones
Hamlet or isolated farm, or the great wastes
Of the Far North where lonely cabins are.
For me there are no walls to hold, no barriers
Of Time or space—for I am Radio.

Above all this, I am the Voice, the Sentinel
Of everlasting Freedom, for I speak the truths
That nurture Freedom, and I speak without restraint
Opposing Tyranny and the imposed silences
That foster tyranny. There are hopes, aspirations and ideals
Deep in the heart of humankind and these I speak—
I am their unrestrained voice—
    Liberty
        Justice
            Fraternity
                Human Decency
                    The goodly things of Peace.
For I am Radio, the strong articulate Sentinel of Freedom!
—Gordon Hawkins

was made one month after the start of the contest.

It has been extremely gratifying to us that art critics without exception have praised the general high excellence of the hundred posters and art interpretations entered in the KYW "Radio: Sentinel of Freedom" competition. A wide variety of both colors and idea treatment resulted, and, as contest rules prohibited the use of captions, slogans, or other wording, symbolism became the predominant type of expression. Every conceivable "school" of art thought and expression was represented, with the outstanding feature being an abundance of individual ideas and interpretations.

At Franklin Institute

KYW secured Philadelphia's nationally - known showplace, the Franklin Institute, for its "Radio: Sentinel of Freedom" art exhibit, Dec. 14-21. This was run in conjunction with the NBC-Red Network photographic exhibit, "Star Gazing", through which KYW hoped to draw the added attendance of camera fans in the Philadelphia area. While a count of attendance at the showing is not yet available, it is known that many thousands viewed young Philadelphia's impression of radio's unique place and service in the Democratic way of life.

All promotion facilities of KYW were bent toward publicizing the art exhibit, including: station announcements; a special inaugural program on Sunday, Dec. 14; streamers on over 300 public service buses; 5,000 "flyer" handouts in clubs, hotels, etc.; newspaper publicity and nearly 2,000 lines of newspaper advertising; and 200 large easel signs placed in shops and windows in downtown Philadelphia.

In short, the KYW, "Radio: Sentinel of Freedom" campaign has been a success. We who sponsored it have gained a sincere and newfound realization of radio's high place as a vigilant guardian of freedom of expression—keeper of the immortal Bill of Rights, as several young artists painted it. We learned, too, that today's youth is sincere, searching, and deep-thinking.

And most important, we have confidence that a great segment of the listening public, too, is cognizant of a deeper appreciation of radio, be it KYW's or not. We believe there is an underlying awareness of the services rendered by radio, as summed up by Gordon Hawkins, program supervisor of Westinghouse Radio Stations, as reprinted above.

Admiracion Starts

ADMIRACION LABS., Harrison, N. J. (shampoo), during the last week in January started a campaign of one-minute transcribed announcements on a varying weekly schedule in about six markets. Agency is Charles Dallas Reach Co., Newark.

NBC Appoints Greene As Rumple's Assistant

KENNETH E. GREENE, an assistant in the NBC research department, last week was appointed NBC assistant director of research, reporting to Barry Rumple, recently named director of research replacing H. M. Beville Jr., called to active duty in the Signal Corps Reserve [Broadcasting, Jan. 26]. Mr. Greene joined NBC in 1934, coming from the New York Telephone Co. where he was a commercial engineer. More recently he was assistant to Ed Evans, who was named research director for the the Blue Network Co.

John Williams of the NBC research division, has been promoted and transferred to the office of Noran E. Kersta, NBC director of television. Mr. Williams will continue to conduct search and surveys of television programs.

TAY GARNETT, Hollywood film producer, in association with Jon Slott, writer-producer, is entering the radio field, having formed Tay Garnett Productions, with headquarters at 1680 N. Vine St., that city. Firm will concentrate on live package deals, furnishing scripts and talent.

PEARSON APPOINTS HATCHETT IN N. Y.

HINES HATCHETT, for five years on the radio sales staff of John H. Perry Associates, will join the John E. Pearson Co., station representative firm, on March 2 as eastern manager, Mr. Pearson announced last week. The company, which has its headquarters in Chicago, will open a New York office that day, the announcement stated.

Mr. Pearson

Mr. Hatchett

Entering radio from the newspaper field, Mr. Hatchett joined WGAL, Lancaster, Pa., in 1930 and for four years served as general manager. Leaving to go to New York in 1935, he joined the Perry organization after two years in agency and representative work. He will leave his present position Feb. 14 for a two-week trip visiting stations represented by Pearson.

Another newspaper veteran, Mr. Pearson came to radio with KWTO and KGBX, Springfield, Mo., and after several years in various capacities concentrated on getting spot business for these stations. Two years ago he set up his Chicago representative office.

WRVA
COVERS NORFOLK AND RICHMOND IN VIRGINIA!
50,000 WATTS DAY AND NIGHT CBS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

WOSH
The Voice of Winnebago Land
is now on the air, ready to do an outstanding selling job in the rich, densely populated farm and industrial area of Central Wisconsin.

WISCONSIN
APPLETON
MENASHA
NEENAH
OSKOSH
LAKE WINNEBAGO
FONDULAC
N
E
S
W

HERE'S WHY THEY LISTEN:
Blue Network
•
AP News
•
STANDARD Library
•
18 Hour Operation
•
250,000 Population in Primary Area
•
Diversified, Year-round Payrolls

BUT MOST IMPORTANT is that WOSH is operated by old-time radio men who once sat on your side of the desk and know your problems.
Let us show you how we can solve them.

WOSH
Blue Network
OSHKOSH, WISCONSIN
Represented by Howard H. Wilson Co.

WAYS, Charlotte, N. C., Makes Its Formal Debut

WAYS, Charlotte, N. C., was formally dedicated as a daytime regional Feb. 1 with Harold Thoms, owner of WISE, Asheville, as general manager. Ron Jenkins has been named program director and Robert H. Rigby chief engineer. MBS and the Blue Network are being carried with INS news.

WAYS was authorized last year to Inter-City Broadcasting Co., headed by George W. Dowdy, manager of Belk's Department Store and president of the North Carolina Retail Merchants Assn., as president. Other officers are B. T. (Bevo) Whitmire, manager of WFBC, Greenville, S. C., vice-president, and Horton Doughton, merchant, farmer and cattle-rancher of Statesville, N. C., secretary-treasurer. Mr. Doughton is the son of Rep. Doughton (D-N. C.). Mr. Whitmire will continue as manager of WFBC. WAYS is on 610 kc. with 1,000 watts.

New 'Time' Technique

COINCIDENT with the change on Feb. 13 from Thursday to Friday evenings, *The March of Time*, sponsored by *Time* magazine on the Blue Network, will change its program technique. Before the war, the program dramatized highlights of the week's news as they were received from various parts of the world, but after Feb. 13 the program will be devoted to a single outstanding event or phase of the news. Young & Rubicam, New York, is the agency.

WAVE, WINN Unionized

NEGOTIATIONS between Local 1286 of ABTU, IBEW and WAVE and WINN, Louisville, have been completed, bringing to four the number of Louisville stations now under the union's jurisdiction, according to Russ Rennaker, international representative of IBEW, based on a report received last week from Bill Blanton, president of Local 1286. The Louisville contracts were handled by Mr. Rennaker.

Newspaper Probe

(*Continued from page 9*)

not just a matter of making rules, pointing out that administration is itself necessary because rules alone under the law are not adequate to cover all situations.

Recalling previous testimony in favor of establishing a "press law" in this country, he argued that since judicial methods must be employed by an administrative agency in enforcing such a law, the proposition itself becomes contradictory.

Asked by Chairman Fly if he saw any danger in concentration of control of the channels of expression in the newspaper-radio relationship, Dean Pound said he did not think any really harmful situation could happen "in a country as large as this," pointing out that he could conceive of no community which had no access to news or radio fare from somewhere on the outside.

Going further into the subject of threatened monopoly of expression, Dean Pound pointed out that the purpose of setting up an administrative agency was to individually handle exceptional cases. There may be danger of monopoly on the local scene, he argued, but there also is a danger from continuing Government encroachment which could take the whole country back to the time before the Bill of Rights. "To make an exceptional situation the basis of a hard and fast rule is a dangerous departure from proper administrative functions," he added.

Defines Monopoly

"There are always evils," he continued. "You can't choose between 'A' and 'not-A' without making necessary balances. There are always differences of situation that must be adjusted. The administrative agency considers each case individually; the court works on the principle of general rules that fit most of the cases."

Asked by Commissioner Craven if he saw any logic in the FCC denying an applicant a broadcasting license because it might result in monopoly, Dean Pound commented, "Sometimes I think monopoly is something you throw at someone to give him a bad name." Continuing along this line, and answering a query by Chairman Fly, he said the 1-1 situation appeared to be "exactly the kind of case calling for individually considered treatment by an administrative agency". "It is pretty hard to make any general rule for a country as large as this," he added. "As a general proposition, these cases should be considered as individual situations."

Responding to cross-examination by FCC Counsel Harris, Dean Pound observed that precluding certain individuals or groups amounted to encroachment on the principles of the First Amendment "and if it can be avoided, it should be avoided".

Lashing out at the idea of a "new concept" of freedom of speech and press, Dean Pound pointed to the State-dominated press and radio of Europe today, declaring that a breakdown of individual freedoms is a step toward autocratic control of Government. The argument of the autocrat, as he moves in on individual liberties, has always been, "I am the best judge of public good", he reminded, adding that "it is the tendency of those with power to reach for more power"

Old-Timers

OLD, OLD TIMES were reviewed during recess at the Friday morning newspaper-ownership hearing by Commissioner Norman S. Case and Roscoe Pound, famed dean emeritus of the Harvard U Law School, who was appearing as a Newspaper-Radio Committee witness. It was back in 1910 and 1911 when Gov. Case, after making a round-the-world tour, turned up among Dean Pound's select stable of legal students. Not having seen each other since, they found plenty to talk about—Dean Pound had long since become one of America's great legal minds, and Mr. Case had gone on in public service to hold the Governorship of Rhode Island for five years and an FCC commissionership for almost eight years, to date.

FCC Assignment Is Given Farnham

Chicago Attorney May Aid in Press Ownership Probe

JOHN D. FARNHAM, well-known Chicago attorney, joined the FCC last Monday as special counsel. The nature of his assignment was not announced, though it was presumed it would be in connection with broadcast activities, possibly the handling of final phases of the newspaper-ownership inquiry.

A classmate of FCC Chairman James Lawrence Fly at Harvard in 1926, Mr. Farnham formerly was with the Securities & Exchange Commission. He is now a special associate in the law firm of Pope & Ballard, Chicago, which maintains Washington offices. He was a member of the SEC legal staff from 1934 until 1937 and supervising attorney from 1936 until 1937.

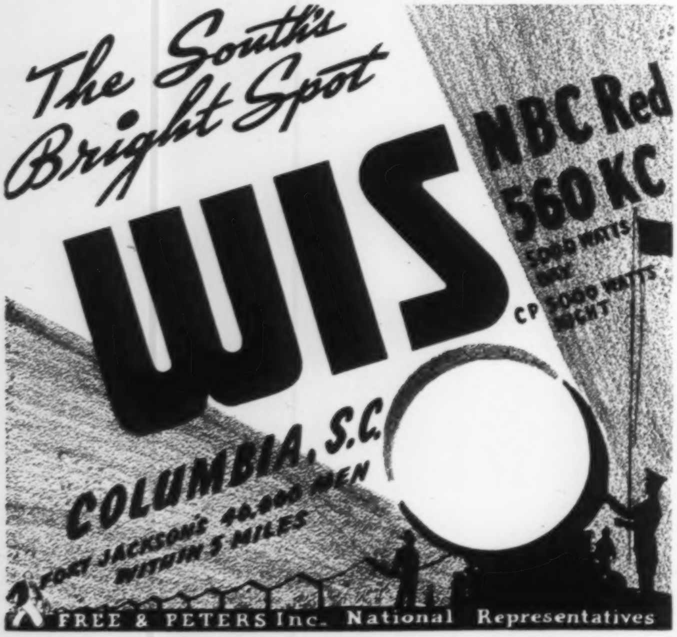
May Aid in Report

Mr. Farnham expects to be with the FCC for not more than six months. He observed hearings incident to the license renewal of WGST, Atlanta, last week, but whether he will participate in these proceedings, involving the policy issue of station leases, was not indicated. With the newspaper-ownership inquiry about to draw to a close, following completion of affirmative testimony last Friday, it was thought in scme quarters Mr. Farnham might participate in the drafting of the FCC's report.

Born in St. Paul in 1901, Mr. Farnham was admitted to the New York Bar in 1935 and the Illinois Bar in 1938. He received his B.A. from Harvard in 1923 and his legal degree from Harvard Law School in 1926, as classmate of Mr. Fly.

Throckmorton, Shannon Given New RCA Posts

GEORGE K. THROCKMORTON, president of RCA Mfg. Co., Camden, has been elected chairman of the executive committee of that company, newly-created governing board to expedite decisions on wartime production between meetings of the board of directors, of which David Sarnoff is chairman. Membership of the executive committee, as announcer by Mr. Sarnoff on Friday, is composed of the following members of the board: Gano Dunn, Gen. James G. Harbord, De Witt Millhauser, David Sarnoff, O. S. Schairer and Robert Shannon. Mr. Shannon, former executive vice-president of the company, was elected president of RCA Mfg. Co., succeeding Mr. Throckmorton.



TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

BMI Acts to Curtail Budget, Splits Licensing, Publishing

Functions Segregated as Broadcasters' Fees Are Reduced Under Eight-Year Contracts

TWO-DAY session of the BMI board of directors, held in New York last Tuesday and Wednesday, was devoted chiefly to the task of revamping and curtailing the organization's operating budget for the coming year, in line with the reduction in income anticipated with the issuance of the eight-year BMI licenses to stations next month.

As a part of this realignment, the board announced that henceforth BMI's publishing activities will be segregated within the organization from the licensing functions.

Reduction in Rates

New BMI licenses, which will run from March 12, 1942, to March 11, 1950, overlapping the expiration of the industry's agreements with ASCAP by two months and 11 days, offer to the broadcasters accepting them a 25% reduction in payments to BMI.

Blanket license fees, which now run from 1% for Class A stations (with annual incomes of less than $15,000) to 1.66% for Class S stations (with annual incomes of more than $100,000), will be reduced to 0.75% for Class A and 1.2% for Class S stations. Network license fees are the same as the maximum station fees, or 1.2%. These network fees are the same for both national and regional hookups and all network licenses include clearance at the source.

Per-program licenses offered by BMI follow the same sliding scale as the blanket licenses, ranging from 3.33% for Class A stations to 5.55% for Class S stations. This plan contrasts with that of ASCAP, which calls for a flat 8% fee for all commercial programs, regardless of the size of station. All percentages are calculated on the basis of gross income less frequency discounts, agency commissions and a 15% sales expense item. Network contracts also allow deduction of line costs and an extra 10% for network expenses.

NBC and CBS have already agreed to accept the BMI blanket licenses, subject to the stipulation that most of their affiliated stations agree to rebate to the networks 1.2% of the money they receive from the networks for broadcasting network commercial programs, the same condition which NBC and CBS also placed on their acceptance of the ASCAP blanket licenses last fall. BMI has offered the same terms to MBS as to the other networks. BMI blanket licenses, incidentally, cover both commercial and sustaining programs, unlike the ASCAP licenses.

Separation of Functions

In announcing the separation of the publishing and licensing functions of BMI, the board stated that the intention was to run the publishing end as an independent department on the same basis as any other commercial publishing house. Initially, the board pointed out, BMI was compelled to turn out a great volume of music for the benefit of its stations, who during the ASCAP war were dependent on BMI.

Now, however, with BMI arrangements of more than 1,000 of the most popular public domain compositions already printed and distributed to stations, with ASCAP music available on a new basis and already back on the air on many stations, and, above all, with BMI's affiliated publishers having proved their ability to produce good new music, the board expressed the feeling that there is no longer any necessity for BMI to continue to publish a large volume of music.

Under the new set-up, the publishing side of BMI will be expected to function largely as a self-supporting operation, with the station licensees paying only for what they need and receive. This separation, the board stated, marks the final step in fulfilling a plan designed to put BMI on a permanent sound economic basis. Already this plan has resulted in a reduction of license fees from approximately 3% for the first contracts to an average of less than 1% under the new eight-year plan.

Higher Payments

Furthermore, these economies have been effected in the face of an increased scale of payments to BMI's composers and affiliated publishers, the board commented, adding that the proposed plan will tend to increase, rather than diminish, BMI's support of its composers and affiliated publishers.

The two-day meeting was attended by Neville Miller, president of the NAB and BMI; Edward Klauber, Mefford Ruyon and Joseph Ream of CBS; Robert P. Myers Jr. of NBC, representing Niles Trammell; Walter Damm, WTMJ; Paul Morency, WTIC; John Elmer, WCBM; Theodore Streibert of MBS, representing John Shepard; M. E. Tompkins, Sydney Kaye, Carl Haverlin of the BMI executive staff.

Quaker Moving

QUAKER OATS Co., Chicago (Quaker and Mother oats), on March 4 will shift *That Brewster Boy* from NBC-Red to CBS. The half-hour dramatic program, currently heard on 51 stations on Mondays at 9:30-10 p.m., will wind up its present series on the Red on Monday, March 2, and shift on the following Wednesday to 51 CBS stations at 8:30-9 j.m., with a repeat broadcast at midnight. Program is written by Pauline Hopkins, produced by Owen Vinson. Ruthrauff & Ryan, Chicago, is agency.

N. Y. LOCAL DROPS REBROADCAST PLAN

NEW YORK local (802) of the American Federation of Musicians has dropped its plan of canceling the clause in its network contracts permitting delayed broadcasts of musical programs by off-the-line recordings and has referred the matter to the executive board of the national union, following a conference with network executives.

Union had argued that in such cases as the Jell-O program, where the entire Pacific Coast is served with such a transcribed broadcast, the networks have abused the privilege offered in the present contract, and that if this is allowed to continue all network advertisers will be encouraged to discontinue live repeat broadcasts to the disadvantage of musicians employed on the programs.

The networks pointed out that in these times it would be unwise to do anything to discourage advertisers from continuing their current programs, stating that plans for rate increases had been dropped for this reason, as if advertisers cancel, everybody loses, broadcasters and musicians alike.

RCA Transmitter Sales

RCA MFG. Co., Camden, has announced sale of a 5-E 5,000 watt transmitter to KVOD, Denver, and 250-E 250-watt transmitters to WLVA, Lynchburg, Va.; WKBZ, Muskegon, Mich., and Paul F. Godley, Upper Montclair, N. J.

WHAM
LAKE
ONTARIO
LAKE ERIE

WHAMland FACTORIES MEET 5305 BULGING PAYROLLS

Smoking chimneys mark WHAMland factories the year around, for WHAMland industries are year 'round industries—stable in sales and stable in payrolls. Shoes, office equipment, airplanes, photographic supplies of all kinds, chemicals, glass products—they're all produced in WHAMland.

From Rochester's 715 busy factories come many of these products—but far more come from WHAMland's 5,305 factories with their many hundreds of thousands of employees. That's the market that WHAM with its 50,000 watt, clear channel signal reaches—at approximately one-third the cost of localized coverage of the same area. For complete economical coverage WHAM is a better buy.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . Clear Channel . . . Full Time . . . Blue Network and NBC Red

"The Stromberg-Carlson Station"

$305,936,000

Annual food sales in our ½-millivolt daytime area. You can dominate this hungry market with WIBW.

WIBW The Voice of Kansas in TOPEKA

SURVEYS SHOW

More people listen To CJOR morning, afternoon and evening. This is nothing new — CJOR's leadership is long established.

CJOR
Vancouver — B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

XUM

LEHIGH
VERTICAL RADIATORS
GIVE OUTSTANDING PERFORMANCE
RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Experienced News Announcer—Also operator with license. KGNF, North Platte, Nebr.

Transmitter engineer—Familiar operation and maintenance RCA 5D. Please state age. Experience, Draft status and salary expected. Permanent position. WAKR, Akron. Ohio.

Experienced salesman—Liberal drawing account and commissions. Good opportunity for right man. WAJR, Morgantowp, West Virginia.

Wanted Immediately—Program director, announcer. Give complete details of experience, salary expected. Send voice recording. WAJR, Morgantown, West Virginia.

ANNOUNCERS POSITION OPEN — At Virginia local station. Apply Box 124, BROADCASTING.

Announcer—With minimum three years sports and ad. lib. experience for aggressive 5 KW net station, must be competent all round man. Give draft status, complete experience first letter. Box 126, BROADCASTING.

Chief Engineer—Capable of taking charge of 5000 watt network station. Give full particulars about yourself in replying. Enclose photo and advise starting salary. Box 129, BROADCASTING.

SECRETARY MANAGER WANTED—The formation of an association of midwestern broadcasting stations to administer problems in which each are interested has created a job for man with some executive ability, diplomacy and some knowledge of radio organization. Applicants should tell in detail the qualifications possessed, salary expected and any other pertinent facts. Replies will be held confidential. Box 132, BROADCASTING.

ANNOUNCER—Having some experience. Willing to work and grow with regional Pennsylvania station. Position open immediately. State full particulars enclosing photo and expected salary. Box 136, BROADCASTING.

WANTED—Young draft exempt announcer having some sports experience who now feels qualified to take full-fledged sports assignment. Excellent small community, fine network station. Send complete details and photo and state lowest starting salary. Reply to Box 113, BROADCASTING.

WE NEED operators—Combination operator-announcers and other classifications in many sections of the country. Register with recognized bureau. National Radio Employment Bureau, Box 864, Denver, Colo.

Situations Wanted

PROMOTION AND PUBLICITY MAN—Seven years' experience 2 leading stations; 6 years AAAA agency. Married; draft exempt. Employed but seeking that "greener pasture." Know time-buyers are "Show-me" boys, but can produce promotion that "shows 'em." Write Box 121, BROADCASTING.

YOUNG, EXPERIENCED ANNOUNCER—Program-continuity director. Capable and energetic. Married. Box 111, BROADCASTING.

ENGINEER-OPERATOR — Desires permanent position with station in city where college work may be taken. Two years transmitter and control room experience. First telephone, Second telegraph. Graduate Dodge's Radio Institute. Age 27. Draft Exempt. Minimum Wage $35 weekly. Box 125, BROADCASTING.

ANNOUNCER—Sports preferred. Experience general ad. lib. Draft exempt. Married. Age 25. Box 127, BROADCASTING.

ANNOUNCER—All round studio sports and special events. Draft deferred, prefer east. Box 141, BROADCASTING.

Situations Wanted (Cont'd)

STATION MANAGER — Young, capable, ten years experience, draft exempt. Best recommendations from agencies, networks, stations, advertisers. Desires change. Box 114, BROADCASTING.

PROGRAM DIRECTOR—Twelve years with stations, networks, agencies. Outstanding record as executive and showman. Draft exempt. Excellent recommendations. Box 115, BROADCASTING.

TIME BUYER—Broad background with agencies, stations. Capable of doing outstanding job. Well known and respected. Best references. Draft Exempt. Box 116, BROADCASTING.

PROGRAM PRODUCER—With outstanding record of achievement desires agency position. A showman with a background that speaks for itself. Good recommendations, draft exempt. Box 117, BROADCASTING.

PROGRAM PRODUCTION MAN—Wants to make a change. Has had 16 years' experience announcing and writing. Currently with 10,000 Watt Network. Box 118, BROADCASTING.

Intelligent, Reliable — Long experience; News; Announce; Script; Manage. Original, energetic, persevering. Salary vs. locale. Am OOD. Own fare anywhere. What have you? Box 120, BROADCASTING.

ANNOUNCER—Pianist, musical director, draft exempt, available immediately. References. Will write details on request. Box 122, BROADCASTING.

ANNOUNCER-WRITER — Draft exempt, NBC experience as announcer, writer, actor. College background in radio. Box 130, BROADCASTING.

MANAGER or PROGRAM MANAGER—Somewhere in the United States there is a station which can use an aggressive man—who rose from ACTOR to ANNOUNCER to PRODUCTION to PROGRAM MANAGEMENT—who has a proven record of modern program building at a profit—who understands management problems from more than nine years' resultful experience. Capable of inspiring co-workers to co-operate happily for more business. Competent and harmonious worker experienced in both metropolitan and semi-rural operations. Draft exempt. Presentation on request. Box 131, BROADCASTING.

SCRIPT AND CONTINUITY WRITER—Extensive experience. Excellent education. Can write distinctive copy. Knows programming — production — show building. Plays organ and Novachord well. Conscientious and reliable. Draft deferred because of vision. Box 133, BROADCASTING.

OPERATOR ENGINEER—Was chief engineer of 250 watt station. Now operator engineer of 1000 watt station. Preference Gulf Coast area, with all positions considered. Draft exempt. Desires climatic change. Box 134, BROADCASTING.

ALL AROUND RADIO MAN—Top-flight announcing, authoritative news, strong commercial copy. Can handle programming and production. Box 135, BROADCASTING.

Seasoned-Successful Salesman — Excellent references to prove ability. Any location. Box 137, BROADCASTING.

Announcer—Commercial Showman. Married, 28, draft exempt. Now with MBS affiliate. Desire association where initiative, ability, and application, will be rewarded by commensurate remuneration. Further details upon request. Box 138, BROADCASTING.

Program-production man—16 years' experience writer, announcer, currently with 10,000 watter network. Wants to make change. Box 144, BROADCASTING.

Situations Wanted (Cont'd)

PROGRAM MANAGER—Ten years with one of the largest midwest network affiliates. Creative programming for sales a specialty. Also continuity, publicity, promotion, sales and management. Under 35, draft exempt. Box 112, BROADCASTING.

STATION MANAGER — Young executive now employed as National Sales Manager wants permanent position as Station Manager in smaller city. Eight years' experience as sales manager, program director, continuity director, announcer. Thoroughly experienced in all phases of station operation. 29 years old, married, two children. If position offers future reward for a job well done, starting salary is secondary. For details on qualifications write Box 139, BROADCASTING.

PROGRAM DIRECTOR—Assistant manager, 12 years experience, streamlined efficiency. Box 140, BROADCASTING.

ANNOUNCER—Experienced, good ad-lib, draft deferred, wanted by large eastern metropolitan city station with 10,000 watts C.P. All replies confidential. Box 147, BROADCASTING.

Experienced Announcer — Writer desires change. Commercials, news, general staff work. Employer references. Married. Draft deferred. Adaptable. Box 142, BROADCASTING.

NBC RED NETWORK SALESMAN—With 15 years intensive background in national, regional, local advertising, selling, merchandising, promotion—desires Station Manager or Commercial Manager position with Network Affiliated Station. The best national advertising agency and client contacts; age 38; draft exempt; family. References: leading radio and agency executives. Box 143, BROADCASTING.

Take a dare—And see an outstanding record of results-getting promotion and publicity by a young, happily married, draft exempt man who is now anxious to change positions. Backed by years of experience in practically all branches of broadcasting, this man can be an asset to any station . . . and due to anxiety to leave present working conditions, he can be employed for less money than you'd expect to pay for such high quality work. Promotion, publicity, production, writing, programming—all of these are abilities of this man, but he does not want a 'jack of all trades' job. Present employers do not know of this ad; please do not reply unless you are serious and can keep confidence. Write Box 148, BROADCASTING.

Clever, draft exempt announcer—Can program, traffic, write copy, emcee, ad-lib. Reliable, no habits. Other qualifications. $35.00 per week. Box 146, BROADCASTING.

Announcer — College graduate, excellent musical background plus commercial experience, desires position with progressive station. 23, draft deferred, dependable, conscientious. Box 145, BROADCASTING.

15 **Years Program, Production and Announcing Experience**—Prefer station or agency wanting versatility, new life, ideas, progressiveness. Reasonable salary for future possibilities. Prefer midwest, fairly near Chicago. Box 151, BROADCASTING.

Chief Engineer/Engineer—Draft deferred, experienced in construction, installation. Now employed 5 w regional. Box 150, BROADCASTING.

Wanted to Buy

Will buy—Approved 1000 watt transmitter and associated equipment; two late model turntables; tower 200 feet or over. Box 123, BROADCASTING.

WANTED—150 or 300 foot tower. WCNC, Elizabeth City, N. C.

Immediately—For cash, equipment 250 watt station. Complete as possible from microphones to radiator. Please specify how much you can supply for early delivery. Box 149, BROADCASTING.

For Sale

Production-Transcription Facilities—Available for program sales organization, advertising agencies, radio stations. Creative staff. Big talent selection. We write, produce, transcribe, deliver pressings to meet your requirements. Tell us what you need. SOUND CONTROL, 412 Ninth, Des Moines, Iowa.

Presto Recording Equipment — Excellent condition. Bargain. For inspection or information—write or call M. D. Lockwood, 4 Cogswell Ave., Cambridge, Mass.

Bob Hope Replaces Jack Benny at Top Of Annual Balloting by Radio Editors

BOB HOPE is the favorite comedian of the radio editors of the United States and Canada, according to their votes in the 11th annual poll conducted by Alton Cook, radio editor of the *New York World-Telegram*.

Hope's program, the *Pepsodent Show*, was also voted the top program by the 144 editors returning ballots this year, giving him double assurance of his first ranking position, in which he deposes Jack Benny, who had held first favor with the editors for the preceding eight years.

They Like Fun

Comedy is the favorite fare of the radio scribes, whose first six favorite programs are all comedy with the sole exception of *Information Please*, which ranked third. The Benny program was second, Fred Allen fourth, Bing Crosby fifth and Fibber McGee & Molly sixth. Two dramatic series, *Aldrich Family* and *Lux Radio Theatre*, ranked seventh and eighth with the editors; the New York Philharmonic orchestra broadcasts were ninth and Rudy Vallee tenth.

Red Skelton was chosen as outstanding new star of the year and Dinah Shore, last year's new star, was voted the best girl popular singer, passing the perennial favorite Kate Smith, who took second place in this classification. Bing Crosby was voted the most popular male singer of current ditties and Guy Lombardo's orchestra the most popular band, giving Lombardo first place for the eleventh time, the only star to hold a first place straight through the history of the poll.

Lily Pons was the favorite concert singer and the New York Philharmonic the leading symphonic program. Harry Von Zell was voted the best announcer, Bill Stern the best sports announcer and H. V. Kaltenborn the best news commentator. Fred Waring's Chesterfield broadcast was voted the first ranking quarter-hour show; *Let's Pretend* is the leader in the juvenile class; *Information Please* the most popular quiz show and *Lux Radio Theatre* the leading dramatic series.

Defense Programs

In a new classification, Defense Programs, the *Treasury Hour* was given first place by a wide margin. Roosevelt's declaration of war broadcast was voted the outstanding single broadcast of the year.

The following tabulation lists all programs securing ten or more votes in any classification (the number following the name of the star or program is its total vote after weighing for first, second or third choice):

Symphonic Programs—New York Philharmonic 210, NBC Symphony 111, Detroit Symphony 98, Andre Kostelanetz 52, Richard Crooks-Margaret Speaks 31, Frank Black 24, Metropolitan Opera 22, James Melton 20, Toscanini 17, Philadelphia Symphony 16, Alfred Wallenstein 14.

Quarter-Hour Programs—Fred Waring 158, Walter Winchell 57, Lum 'n' Abner 36, Vic & Sade 35, Amos 'n' Andy 33, Spotlight Bands 31, Easy Aces 30, Glenn Miller 29, Lanny Ross 19, Here's Morgan 15, Goldbergs 14, Against the Storm 13, Dinah Shore 12, Parker Family 10.

Juvenile Programs—Let's Pretend 157, Lone Ranger 74, Quiz Kids 66, Ireene Wicker 51, Coast-to-Coast on a Bus 43, Jack Armstrong 31, School of the Air 26, Tom Mix 17, Damrosch Music Appreciation Hour 14, Orphan Annie 12, Rainbow House 11.

Outstanding Broadcast—Roosevelt Declaration of War 43, Flash on Pearl Harbor 21, Bill of Rights broadcast 18, Churchill to Congress 10, Bert Silen on Manila Air Raid 6, CBS Pear Harbor 6.

Defense Programs—Treasury Hour 252, Keep 'Em Rolling 48, Spirit of '42 34, For America We Sing 30, America Preferred 28, Report to the Nation 21.

Favorite Programs—Bob Hope 119, Jack Benny 90, Information Please 83, Fred Allen 81, Bing Crosby 54, Fibber McGee & Molly 51, Aldrich Family 38, Lux Theatre 31, New York Philharmonic 27, Rudy Vallee 25, Charlie McCarthy 24, Chamber Music Society of Lower Basin Street 23, Andre Kostelanetz 21, One Man's Family 20, Fred Waring 18, Walter Winchell 18, Take It or Leave It 16, Red Skelton 14, Metropolitan Opera 12, Glenn Miller 12, Phil Spitalny 11, Brooks-Speaks 11, Detroit Symphony 11, Fanny Brice-Frank Morgan 11.

New Star—Red Skelton 62, Dinah Shore 15, Victor Borge 9, Henry Morgan 9.

Comedians—Bob Hope 263, Jack Benny 176, Fred Allen 138, Fibber McGee & Molly 109, Red Skelton 42, Charlie McCarthy 30, Eddie Cantor 17, Abbott & Costello 15, John Barrymore 14, Burns & Allen 11.

Concert Singers—Lily Pons 125, Richard Crooks 118, Gladys Swarthout 93, James Melton, 63, Lawrence Tibbett 37, Jan Pearce 32, John Charles Thomas 31, Marian Anderson 25, Nelson Eddy 23, Rise Stevens 22, Margaret Speaks 20, Lucille Manners 20, Jessica Dragonette 18, Paul Robeson 16, Francia White 15, Frank Parker 11, John Dickenson 11.

Sports Announcers—Bill Stern 265, Ted Husing 231, Red Barber 100, Bob Elson 26, Don Dunphy 24, Clem McCarthy 11, Sam Taub 10.

Announcers—Harry Von Zell 36, Don Wilson 26, Milton Cross 18, Ken Carpenter 10, Ben Grauer 7, David Ross 4.

News Commentators—H. V. Kaltenborn 164, Raymond Gram Swing 161, Elmer Davis 129, Lowell Thomas 78, William Shirer 43, Gabriel Heatter 37, Walter Winchell 33, Fulton Lewis jr. 22, Boake Carter 14, Peter Grant 11.

Quiz Shows—Information Please 298, Take It or Leave It 175, Quiz Kids 92, Truth or Consequences 66, Kay Kyser 47, Dr. I. Q. 38, Double or Nothing 28, Battle of the Sexes 19, What's My Name 10.

Dramatic Programs—Lux Radio Theatre 229, Aldrich Family 61, Helen Hayes 60, One Man's Family 52, Cavalcade of America 50, Orson Welles 48, Columbia Workshop 44, Screen Actors Guild 41, Big Town 32, Silver Theatre 19, First Nighter 18, Inner Sanctum 14, Mr. D. A. 16, Great Plays 14, March of Time 13, Philip Morris Playhouse 13.

Male Popular Singers—Bing Crosby 288, Kenny Baker 108, Dennis Day 63, Lanny Ross 59, Barry Wood 39, Frank Parker 28, Harry Babbett 24, Frank Sinatra 23, Bob Eberle 14, Frank Munn 13, James Melton 10.

Girl Popular Singers—Dinah Shore 212, Kate Smith 172, Connie Boswell 105, Ginny Sims 65, Frances Langford 57, Mary Martin 28, Bea Wain 19, Martha Tilton 18, Diane Courtney 12, Helen O'Connell 11.

Popular Orchestras—Guy Lombardo 149, Glenn Miller 132, Fred Waring 56, Kay Kyser 54, Tommy Dorsey 51, Wayne King 48, Andre Kostelanetz 31, Benny Goodman 22, Sammy Kaye 22, Horace Heidt 14, Jimmy Dorsey 13, Paul Whiteman 12, Phil Spitalny 11, Freddy Martin 11, Xavier Cugat 10, Ray Noble 10, Harry James 10.

MBS Hits Million

MBS gross time sales for the month of January 1942 were $1,024,512, first time the network has reached the million dollar mark in any single month. Figures represents an increase of 102.8% over the $505,231 gross time sales in January 1941.

Blue Seeks Ideas

BLUE NETWORK, now that it is an independent organization, announced last week it is interested in original program ideas and scripts by new or established writers to be submitted to its central script office in New York regardless of the city in which writers are located. Writers will be requested to sign the network's regular release form before scripts can be considered.

Dempsey for Piel

PIEL BROS., Brooklyn (beer), on Feb. 14 will start a Saturday 8:30-9 p.m. series of sports quiz programs on WOR, New York, starring Jack Dempsey, former heavyweight champion, and a rotating board of sports authorities. Listeners will be invited to submit questions on all sports and $5 in defense savings stamps will be awarded for each question. Those stumping the board win a $25 defense bond for the listener. Titled *Jack Dempsey's All-Sports Quiz*, the program is the fifth "station-built" show sold by WOR during the past few months. Agency is Sherman K. Ellis & Co., New York.

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Actions of the FEDERAL COMMUNICATIONS COMMISSION

JAN. 31 TO FEB. 6 INCLUSIVE

Decisions . . .

FEBRUARY 2

WSVS, Buffalo—Retired to files request silent period WSVS having surrendered license by letter Jan. 29 asking cancellation.

FEBRUARY 3

KFQD, Anchorage, Alaska—Granted consent transfer control from R. E. McDonald and Barbara McDonald to Wm. J. Wagner representing 332 shares of stock for $10,000.

KFQD, Anchorage, Alaska—Granted modific. license specified hours to unl.

KDB, Santa Barbara, Cal.—Granted consent transfer control Santa Barbara Broadcasters from Thomas S. Lee and R. D. Merrill, executors of estate Don Lee, deceased, to Don Lee Broadcasting System.

WTTM, Trenton, N. J.—Commission on own motion set aside previous dismissal by WTNJ for rehearing against new station grant WTTM giving petitioner 20 days to submit further material and applicant 10 days thereafter.

NEW, WKAL Inc., Kalamazoo, Mich.—Designated for hearing applic.

NEW, Imes-Weaver Broadcasting Co., Murfreesboro, Tenn.—Placed in pending file under order 79 applic. CP new station.

FEBRUARY 5

WCSC, Charleston, S. C.—Proposed denial transfer from The Liberty Life Insurance Co. to John M. Rivers.

NEW, Herman Radner, Detroit—Granted petition amend applic. 250 w, denied request remove hearing docket.

WROL, Knoxville, Tenn.—Granted petition intervene KWFT hearing, also in WDNC hearing.

KFNF, Shenandoah, Ia.—Granted continuance hearing to 2-24-42.

NEW, Frequency Broadcasting Corp., Brooklyn—Granted 60 day continuance applic. new FM hearing to 4-15-42.

KRBC, Abilene, Tex.; WQBC, Vicksburg, Miss.; NEW, San Jacinto Broadcasting Co., Houston—Granted continuance hearing to 4-13-42.

Applications . . .

FEBRUARY 3

WHEB, Portsmouth, N. H.—CP new transmitter directional D increase 10 kw operation D hours.

WCHV, Charlottesville, Va.—Voluntary assignment permit and license to Charles Barham Jr., and Emmalou W. Barham, partnership.

WNOE, New Orleans—CP change 1060 kc increase 50 kw install new transmitter and directional D & N.

WJAX, Jacksonville, Fla.—CP change 5 kw D & N amended show 930 kc under NARBA.

WMSL, Decatur, Ala.—Acquisition control by Mutual Savings Life Insurance Co. 60 shares (40%) common stock from Clarence H. Calhoun Jr. amended re corporate structure.

WCOS, Columbia, S. C.—Voluntary assignment license to Carolina Broadcasting Corp.

NEW, Sikeston Community Broadcasting Co., Sikeston, Mo.—CP new station 1300 kc 250 w daytime.

FEBRUARY 4

WRLC, Toccoa, Ga.—CP change 1420 kc increase 1 kw change hours to daytime.

KPAB, Laredo, Tex.—Voluntary assignment license to The Pan American Broadcasting Co.

KBWD, Brownwood, Tex.—Voluntary assignment license to Brown County Broadcasting Co.

KGW, Portland, Ore.—CP install new transmitter increase 5 kw N directional 10 kw D.

KROY, Sacramento, Cal.—CP change 1030 kc increase 10 kw install new transmitter and move.

Tentative Calendar . . .

KGNC, Amarillo, Tex., CP 860 kc 5 kw N 10 kw D directional N share time KUSD (Feb. 9).

Network Accounts

All time Eastern Wartime unless indicated

New Business

ROYAL CANADIAN TOBACCO Co., Toronto, on March 8 starts *Ken Soble's Amateurs* on CHML, Hamilton, Ont.; CKCO, Ottawa; CFRC, Kingston, Ont.; CFRB, Toronto; CKAC and CFCF, Montreal, Sunday 12:30-1 p.m. (EDST). Agency: Metropolitan Adv. Service, Toronto.

Renewal Accounts

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 6 renewed for 52 weeks *The Philip Morris Playhouse* on 100 CBS stations, Fri., 9-9:30 p.m. (rebroadcast, 11:30 p.m.-12 midnight). Agency: Biow Co., N. Y.

Network Changes

BROWN & WILLIAMSON TOBACCO Co., Louisville (Wings King Size cigarettes), on Feb. 13 replaces *Wings of Destiny* with *Capt. Flagg & Sergt. Quirt* on 83 NBC stations, Fri., 10-10:30 p.m. Agency: Russel M. Seeds Co., Chicago.

TIME MAGAZINE, New York, on Feb. 13 shifts *March of Time* on 119 Blue Network stations from Thurs., 8-8:30 p.m. to Fri., 9:30-9:55 p.m. Agency: Young & Rubicam, N. Y.

STERLING PRODUCTS, Wheeling, W. Va. (Phillips Milk of Magnesia), on Feb. 6 added 11 NBC stations and on March 6 adds 2 NBC stations to *Waltz Time*, making a total of 75 NBC stations, Fri., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville, on Feb. 11 switches *Uncle Walter's Dog House* (Raleigh), from Fri., 9:30-10 p.m. to Wed., 8:30-9 p.m., now occupied by *Plantation Party* (Bugler tobacco), which moves to the Friday spot. Both are on 84 NBC stations. Agency: Russell M. Seeds Co., Chicago.

LEVER BROS., Cambridge (Rinso), on Feb. 12 switches *Big Town* on 72 CBS and 31 CBC stations, Thurs., 9:30-10 p.m. from Hollywood to New York for three weeks. Agency: Ruthrauff & Ryan, N. Y.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 9 replaces *Orson Welles* with *Freddy Martin's Orchestra* on 63 CBS stations, Mon., 10-10:30 p.m. Agency: Pedlar & Ryan, N. Y.

'Wartime' Prevails

FOR THE DURATION, following President Roosevelt's proclamation, the four networks, effective Feb. 9 at 2 a.m., are conducting all operations under the designation "War Time". Program bookings, sales contracts, legal papers and publicity releases at CBS, MBS, NBC and the Blue Network, when referring to time, will designate it as: Eastern, Central, Mountain or Pacific War Time.

FCC War Time Order

CONFORMING with the new war time daylight saving statute, the FCC last Tuesday revised its rules and regulations, adopting an order providing that the times of sunrise and sunset now specified in all existing instruments or authorizations for standard broadcast stations be advanced one hour, effective at the start of war time, 2 a.m. on Feb. 9, as follows:

> Adopted new Section 2.36 of General Rules and Regulations; amended Section 3.87, footnote No. 26 to Section 7.81(d), footnote No. 27 to Section 7.82(d), footnote No. 67 to Section 8.221(d), footnote No. 70 to Section 8.222(c)(5), and footnote No. 71 to Section 8.222(d)(6), adopted new Order No. 90.

N. Y. Disc Bill Plans

TAKING UP where they left off last spring, a committee of broadcasting attorneys will meet with counsel for the National Assn. of Performing Artists this week to attempt to work out a mutually agreeable measure prohibiting unauthorized off-the-air or off-the-line recordings for introduction in the New York Legislature. For the past several years NAPA-inspired bills have been introduced by State Senator Charles Perry (D-Manhattan), all of which have died in the Assembly after being passed by the Senate.

FCC Now Slated To Stay in Capital

Obtains Additional Space to Place Monitoring Staff

EFFECTIVELY spiking reports of any immediate plan to move the FCC out of Washington, as has been done with numerous non-defense agencies, it was learned last Friday that the Commission had procured another downtown office building containing 30,000 square feet of space to accommodate some 300 employes. The space is in the Hutchins Bldg., 10th and D Streets, NW, about three blocks from FCC headquarters in the New Post Office Bldg.

Now occupied by the Bureau of Immigration & Naturalization of the Department of Justice, which is being moved to Philadelphia, the Hutchins Bldg. will be available to the FCC about March 1. Most of the space will be occupied by the Foreign Broadcast Monitoring Service, engaged in war work. These employes will be removed from a building in Northeast Washington. The amateur branch of the Licensing Division and certain other secondary services will be moved to the Northeast location, it is understood.

Congestion Eased

With the additional space, congestion in the Post Office headquarters will be alleviated somewhat. The new Priorities Section of some 75 employes, headed by Leighton H. Peebles, director of the communications branch of the War Production Board, which is handling priorities in conjunction with the Defense Communications Board and the FCC, will be accommodated at headquarters in the New Post Office Bldg.

The FCC now has some 800 employes in Washington, with at least 50 more to be added under new appropriations. In addition, a supplemental appropriation will be sought for the fiscal year 1943 for the foreign broadcast unit. There are some 1,200 employes in the field, largely on monitoring duty.

Sweetheart News

WITH its contract expiration Feb. 27 for newscasts on WEAF, New York, by Don Goddard, Beaumont Labs., St. Louis, will discontinue its seasonal campaign for 4-Way cold tablets. Manhattan Soap Co., New York, will take over the series March 2. The Sweetheart soap broadcasts will be 12-12:15 p.m. Monday, Wednesday and Friday, through Franklin Bruck Adv. Agency, New York. Don Goddard is also sponsored by C. F. Mueller Co., Jersey City, American Chicle Co., Long Island City, and S. B. Thomas Baking Co., New York.

WILLIAM C. KOPLOVITZ, of the Washington law firm of Dempsey & Koplovitz, and Mrs. Koplovitz, became the parents of a 5 lb., 7 oz. daughter, their first child, on Feb. 6 at Sibley Hospital.

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WITH THIS G-E MULTI-PURPOSE* UNIT

ONE UNIT PROVIDES ALL THESE—

- * Direct reading of center-frequency deviation (with or without modulation) †
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- * High-fidelity output for audio monitoring †

† Provision has been made for remote console operation.

ORDER NOW ...through the nearest G-E office or direct from Section 160-25, G-E Radio and Television Dept., Schenectady, N. Y.

GENERAL ELECTRIC

FCC Tries to Halt Special Inquiry by House Committee

Fly Reappointment Becomes An Issue in Proceedings

(*Continued from page 7*)

present Communications Act was passed.

Rep. Cox also stressed that the projected inquiry would be "no witch hunt", although it would effectively cover all aspects of the FCC—organization, activities and personnel.

From its broad, general language, it is believed that alleged "liberal" and "pro-Communist" activities within the Commission could easily come within the scope of the proposed investigation, along with a penetrating examination of such developments as the network-monopoly regulations, newspaper-ownership inquiry, multiple ownership bans and other FCC projects of recent years.

With nothing specified in the legislation, beyond the naming of the five-man select committee and the general authorization to conduct hearings and subpoena witnesses, it is thought the hearings could go into virtually all phases of FCC operation in which it might become interested.

It is expected the Rules Committee will consider the resolution during the week of Feb. 9. In event of approval of a special rule for the measure, the resolution would be brought to the House floor the following week, according to present indications. In the face of mounting criticism of the FCC in both House and Senate in the last year, it appears to some observers that sufficient support to secure a majority vote for the measure may come from Republican and Democratic members alike. Apart from a handful of Republican opposition, these observers see the bulk of opposition force centering in strict New Deal ranks.

Committee's Makeup

Proponents of an investigation of the FCC, either under the Cox resolution or the Sanders bill, foresee the only serious threat toward preventing such a move in the argument that investigations of Federal agencies should not be conducted during wartime, on grounds that it would interfere with the war effort.

Although probable membership of the select committee can only be conjectured, it is expected on the basis of custom, that Rep. Cox, as author of the resolution, would be named chairman of the group. It is also expected in most quarters that membership would include Rep. Sanders.

If the House should approve the Cox resolution and authorize the extensive inquiry, Speaker Rayburn would name the committee members, and counsel would be hired. Prominently mentioned for this prospective post is Edmund M. Toland, Washington attorney who last year served as general counsel for the special House committee investigating the National Labor Relations Board, headed by Rep. Smith (D-Va.), and who now is functioning in a similar capacity with the House Naval Affairs Committee in its investigation of naval contracts.

It is thought that at least several weeks would be necessary, after House approval, to set up the committee as an operating unit. Some see April 1 as a possible opening date for hearings, if the contemplated schedule holds. It is also seen possible that the hearings will last from four to five months, even with a steady hearing program. At any rate, indications are that the investigation, if undertaken, will be completed at the present session of Congress.

Debated in House

Meantime, the pros and cons on the FCC picture once more arose briefly but sharply on the House floor last week. Prefacing introduction of his resolution last Monday, Rep. Cox again let go at Chairman Fly, charging him with "a monumental contempt for this body (the House) and its members" and declaring that "All I am interested in is guarding the public against the maladministration of a fine law".

The following day Rep. Rankin (D-Miss.) took the floor on behalf of Chairman Fly and the FCC in an energetic attack on the "Radio Trust", whom he charged with regulating the Commission before the advent of Chairman Fly and "the dauntless leadership of this rangy Texan".

"Last week I made the statement on the floor that I proposed offering a resolution for a House investigation of the FCC," Rep. Cox commented. "The report of the statement reaching Mr. Fly provoked great laughter. Mr. Fly, you know, has a monumental contempt for this body and its members. But later, upon conferring with one or two members of the Commission, he took a most serious attitude toward the suggestion. Agents of the Commission have been assigned the duty of contacting members.

CBS EUROPEAN NEWS CHIEF, Ed Murrow (right), visiting his family in Seattle, meets a happy group consisting of his father, mother and brother Dewey, grouped around the microphone. Other member of the family, not present, was Col. Lacey V. Murrow, former Washington State Highway Director, now on active duty with the Army Air Corps.

"Mr. Fly would tell you there is nothing wrong with the Commission and that he has no fear of an investigation. Yet he would leave no stone unturned to prevent it. If you have not heard from members of the Commission or their agents, you will be hearing."

A Valuable Servant

Responding the following day, last Tuesday, Rep. Rankin declared:

"In my opinion, James Lawrence Fly is a most valuable public servant. I have known him for many years. I know there is a great deal of criticism now being inspired from the outside because of his opposition to the radio monopoly, because of his opposition to certain big interests monopolizing the radio business throughout the country; but I believe if members of the House will investigate the record of Mr. Fly they will find that he is one of the most valuable servants of the American people at this time.

"At least 90% of all the criticism hurled at Chairman Fly and the FCC has come straight from the powerful radio monopoly. That criticism has come because under Mr. Fly, for the first time in history, the Commission has regulated the industry instead of the industry regulating the Commission. For the first time in history, the Commission is being run in the interest of all the people of the United States instead of the half-dozen interlocking corporations best known as the Radio Trust.

"It is common knowledge that ever since the FCC, under the dauntless leadership of this rangy Texan, began to administer the law without fear or favor, the Radio Trust has sought to blitzkreig him. Every attempt has backfired. Mr. Fly has gone his way undisturbed, confident that honest administration of the law will bring better radio service to the public, and will eventually end the unholy dominance of the industry by two New York corporations.

'Trust' Travels

"Nobody can persuade me that a Wall Street hireling or a Philadelphia cigarmaker should have the right to dictate what radio programs the people of Mississippi, Iowa, Texas or Georgia ought to hear. I am sure the worthy gentleman (Rep. Cox) introduced his resolution from the very highest motives, but the ones who will now try to use it may not be similarly motivated. No doubt before the ink was dry on the bill, the walking delegates of the Radio Trust were packing their bags and catching the express for Washington."

WJHO Joins MBS

WJHO, Opelika, Ala., joined MBS Feb. 8. The station, operating on 1400 kc. with 250 watts day and 100 watts nighttime power, is Mutual's 198th affiliate.

ARTHUR SINSHEIMER, radio director of Peck Adv. Agency, New York, has been appointed associate director of radio for the Civilian Defense volunteer office of Greater New York.

250 WATTS • 1400 KILOCYCLES
NEWS
Every Hour on the Hour
WHBQ
MEMPHIS, TENN.
NEWS—MUSIC—SPORTS

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Fast Return to Buyers Market After End of War Is Foreseen

Prof. Russell, of U of Illinois, Declares Wise Advertisers Will Not 'Blackout' Now

PREDICTING that the nation will revert to a post-war "buyer's market with shocking suddenness", Prof. F. A. Russell, advertising expert of the College of Commerce, U of Illinois, said last week that wise, far-sighted business leaders will not "black out" their advertising during the war.

"There may be priorities, rationing, outright prohibition of manufacture or sale of some products, shortages, and a definite seller's market during the war," he said, "but when the war ends the nation will have an enormously enlarged capacity for the production of peacetime products.

Never Came Back

"The capacity may be increased 20 or even 25%. With these plants, these machines, these trained workmen, all turning out civilian goods in greater volume than ever before, it is reasonable to expect that we shall revert to a buyer's market with shocking suddenness."

He recalled that many firms which stopped advertising and ceased maintaining a contact with their customers during the seller's market of the last war never were able to come back when a buyer's market was restored after the war. In England today, many advertisers although unable to supply goods, are maintaining customer contact by advertising, and looking forward to peace when the "battle of the brands" will be resumed.

Prof. Russell pointed out a need for continued institutional advertising to people who are not now in the market for a product—automobiles, for example—but will be in the future. "When these buyers eventually re-enter the market, their thoughts will naturally turn to those brands which have been kept before them.

"Furthermore, in cases where the value of the product is hidden, as with packaged foods or drugs, electrical goods, furniture, etc., the reputation of the maker is one of the trusted guides to the purchaser. To maintain or establish such a reputation is the function of some advertising, even in time of scarcity.

"Calling for advertising also will be new products, some of which are designed to take the place of unobtainable articles," Prof. Russell said. "We shall doubtless see a flood of new products pouring into the market.

"Likewise, the war is bringing sudden shifts in population and in buying groups. The rich are feeling poor and the poor are feeling rich. The advertiser must educate perhaps millions of potential new customers about his product.

"The increased buying power of farm groups and wage earners and the decreased buying power of salaried workers due to rising prices and taxes—these shifts must be studied and the new customers reached."

"Finally," he said, "there is the question of just how much of a shortage there is going to continue to be, even during the war. Anticipated shortages may not materialize, and new developments may ease restrictions. Income available for spending may shrink to such an extent that there will be enough goods to satisfy the decreased demand and restore a buyer's market."

RCA - NBC Given Time To Reply to MBS Suit

A 60-DAY extension in which to reply to the MBS $10,275,000 triple-damage suit against RCA and NBC was granted by the Federal District Court in Chicago last Thursday. The postponement was agreed to in a stipulation signed by both parties, and RCA-NBC now has until April 3 to answer the charges.

The suit has no direct relationship to the anti-trust suits filed in the Chicago court on Dec. 31 by the Anti-Trust Division of the Department of Justice. Replies to these charges are not due until Feb. 24 in the case of CBS, and Feb. 25 for NBC. MBS filed its triple-damage suit on Jan. 10, along with six of its affiliates [BROADCASTING, Jan. 19].

NEW SUBSCRIBERS and renewals to the program library service of Standard Radio are KMYC, Marysville, Cal.; WJPF, Herrin, Ill.; WGL, Fort Wayne, Ind.; KGNO, Dodge City, Kan.; KLO, Ogden, Utah; CHML, Hamilton, Ont.

Drawn for BROADCASTING by Sid Hix

"The War Time Change Got the Traffic Man Mixed Up! He Moved Every Program on the Schedule an Hour Earlier!"

Eaton Spot Plans

FOR ITS first national radio campaign starting March 15, Eaton Paper Corp., New York, has prepared one-minute transcriptions dramatizing the magazine advertisements it ran for its stationery last year. Series will be heard thrice-weekly on 28 stations throughout the country, and will emphasize the theme "Any Mail For Me?" with a response by the postman, "To Get A Letter," Agency is Grey Adv. Agency, New York.

PROGRAM TESTING
IS TRIED BY BL

AS AN experimental period, Blue Network is using the Sun 7:30-8 p.m. period, vacated Fe by the series *Capt. Flagg & Se Quirt,* which moves to NBC, two dramatized adventure grams, *The Black Archer* and M *tin of the Mist,* until Feb. 22 w the network starts a musical se titled *The Daughters of Uncle S* Listeners will be asked to ad the Blue if they would like the venture stories heard Feb. 8 15 continued at another time.

The musical series, featuring all-girl orchestra directed by B. Rolfe, and Mary Small as stress, will pay tribute each to some famous "daughter of A ica," who will appear in perso make an appeal on behalf of group to which the program is cated, such as the Army, Navy, Cross or Marines.

NBC, Blue Staffs For Public Service

Dr. Angell Will Serve Both; Other Personnel Listed

EXECUTIVE personnel for the public service divisions of the Blue Network and NBC were announced last week by Mark Woods, president of the Blue, and by Dr. James Rowland Angell, who will serve as public service counsellor to the Blue and continue in the same capacity for NBC.

Dr. Harrison B. Summers, former director of public service programs for NBC, in charge of educational and religious programs in the network's eastern division, will transfer to the Blue in a similar position, to be assisted by Grace M. Johnsen, for the past seven years NBC supervisor of public service programs. Dr. Summers will work mainly with the eastern section in his new capacity on the Blue Network although maintaining overall charge of the national pattern.

Director of Public Service in the Blue central division will be William E. Drips, formerly NBC director of agriculture and supervisor of the *National Farm & Home Hour* on the Blue.

Under the supervision of Dr. Angell, Thomas D. Rishworth, since May, 1941, assistant director of public service programs in the East, will direct programs in that division for NBC. His assistant will be Dwight B. Herrick, who has been with the NBC public service d sion for the past seven years. dith Waller will head the Chi office, while Jennings Pierce wil in charge of NBC's public ser activities on the West Coast. M William H. Corwith retains position as assistant to Dr. An

The director of public servic charge of the western divisio the Blue Network will be annou shortly by Mr. Woods.

* * *

Coast Staff Complete

Completion of reorganizatio the West Coast for the separa of NBC-Red and the new Blue N work has been announced by two companies.

Appointments, in additio those already announced [Br CASTING, Feb. 2], include F Gates, formerly supervisor of nouncers for San Francisco tions, transferred to Hollywoo night program manager of western division, Blue network, Jennings Pierce, director of pu service programs, western divi NBC, retaining that position now headquartering in Hollyw

Assigned to KPO, San Franc have been Byron Mills, conti acceptance; Bob Sandstrom, t fic; Floyd Farr, chief announ Carl Wieninger, transcriptio brary; Fay Pattee Smith and J Sligh, sales and program tr Ann J. Elletson, central steno phic; Norma De Valle, duplicat William K. Emery, guest relat Don F. Martin, news and sp events; Leonard Gross, public ice programs.

KGO, San Francisco, pers will include Walter Davidson, manager; T. B. Palmer, tech supervisor; Joan Peterson, auditor; Harry Mayhorn, con ity aeceptance; Forrest Ba production manager; Berton nett, chief announcer; Camaches and Eleanor Higby, and program traffic; Gene G Blue Network and spot sales.

ENTRY blanks in the annual c of the National Board of Fire U writers to award gold medals radio station and newspaper which formed the most meritorious service in fire prevention during have been sent out by the NBFU tries close Feb. 15.

Are you interested in what your dealers think?

Of course you are, for your dealers make or break your campaigns—at the point of sale.

This WLW representative knows what your dealers think . . . about your advertising . . . and the forces that move merchandise in modern day retailing.

He reports on this all-important subject in a new study just off the press . . . "28,037 calls on the Men Who Move Your Merchandise."

If you haven't received your copy, write WLW or call one of our Sales Offices.

New York — Transamerican Broadcasting
& Television Corp.
Chicago—WLW, 360 No. Michigan Avenue
San Francisco—International Radio Sales

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION